



BRAND PARTNER SOCIAL MEDIA GUIDELINES



POST APPROVAL PROCESS

- Prior to posting, please email your post & caption to the CELSIUS team for pre-approval at least 3 days in advance:
 - Please include **CELSIUS team lead** in this email.
 - Our office hours are Monday - Friday from 9 AM – 5 PM EST. Our team will either approve your content as-is or provide instructions on potential revisions to content prior to posting.
 - **If you need to post over the weekend, please submit your CELSIUS content & caption no later than Wednesday.**
 - Please **do not** post any CELSIUS content on your main-feed unless it has been reviewed and approved by our team! Please note, this does not apply to story posts.
 - If you post CELSIUS content that has not been approved because the post does not meet our guidelines/standards, you will not be compensated until corrected. Please be mindful that these are paid posts and our team **MUST** review them prior to posting.

CREATING CONTENT

Please be sure to read & review our Social Media Do's & Don'ts below before creating content.

- Some important call-outs (legal purposes):
 - No copy-written music; all music must be licensed for commercial usage
 - Avoid branding or logos other than CELSIUS logos in content
 - No other tags or mentions other than @celsiusofficial in your posts
 - Required partnership tags: @celsiusofficial, #CELSIUSLiveFit, #CELSIUSBrandPartner



SOCIAL MEDIA DO'S

Required Tags:

- ALL content must include the following hashtags: #CELSIUSBrandPartner, #CELSIUSLiveFit
 - Note: For IG story frames, the hashtags only need to be included in the first frame of the story set
- Always tag @Celsiusofficial in the photo AND caption

Creative Treatment:

- Outdoor fitness content is preferred with an authentic lens (candid, in-action, fitness activities and/or active lifestyle content)
- Please post content that will look authentic AND organic to your channel
- Must display CELSIUS consumable product in every post
- Sharp and well-lit, high-quality images and/or videos
 - CELSIUS logo/branding must be visible and clear, facing forward, and large enough to be readable
- On Instagram, all photos/videos MUST be vertical or square cropped
- On TikTok, all videos MUST be shot in 9:16 ratio
- ALL videos MUST show either one product close up and/or one consumption shot
 - CELSIUS product must be featured for at least .05 seconds per video

Music:

- Please share name of sound and where sound was pulled from when sharing content for approval
- ANY music used in your content must include copyright free music for *commercial usage* or you must have the COMMERCIAL license to re-use (Celsius team will need proof of commercial license prior to use of sound)
 - Helpful libraries for approved sounds/music per platform:
 - Instagram: [Sound Collection for Meta](#)
 - TikTok BROWSER version of [TikTok Commercial Library](#)
 - YouTube: [YouTube Audio Music Library](#)
- PLEASE NOTE: We can approve sound/music that is considered an Original Sound on TikTok or found in the **browser version** of the TikTok commercial library



SOCIAL MEDIA DON'TS

Tags:

- No other companies or pages are allowed to be tagged in CELSIUS posts and/or captions

Creative Treatment:

- Avoid photos or video(s) that look staged/planned. We'd like the content to look as authentic and organic as possible.
- CELSIUS product should not be displayed in plastic/cardboard packaging in content
- **DO NOT promote or suggest over consumption of CELSIUS. Our recommended daily serving size is 2 cans.**
- CELSIUS brand logo should not be included in content as text overlay. Only CELSIUS branding included in content should be directly on the can OR on CELSIUS gear/apparel.
- Foul or lewd language
 - Please remember you are representing the CELSIUS brand through your content!
- Nudity or sexually illicit content
 - Content that could be considered revealing will not be approved as these come off too sexual for the brand
- **Post anyone under 18 years old consuming the product**
- **CELSIUS cannot be mixed or included with alcohol in content**
- Post competing products/logos
- Wear apparel with large, visible logos other than CELSIUS logos
- Post/comment regarding controversial topics
- Avoid posting in horizontal/landscape format
- **DO NOT hide like counts on in-feed Instagram posts**
- For consumption shots, please avoid pouring and/or spraying product in an aggressive manner (ex. pouring product on yourself or others)
- Avoid using cans in content with dents and/or scratches. Please swap them out for another can!
 - Please refrain from crushing/smashing the can in content
- Please be sure to spell CELSIUS correctly!

Music:

- No copy-written music/sounds
 - Music CANNOT contain curse words, offensive slang, or inappropriate/offensive messages
 - Music/sounds must be approved for COMMERCIAL use
 - Do not use sounds from TikTok Commercial Library IN-APP (must use browser version of [TikTok Commercial Library](#))

Please always be aware of your surroundings while creating your CELSIUS content. Always try to put yourself in the brands shoes and see if this is how you would want the brand to be portrayed.



CONTENT SAMPLES - DO'S & DON'TS

PHOTOS:

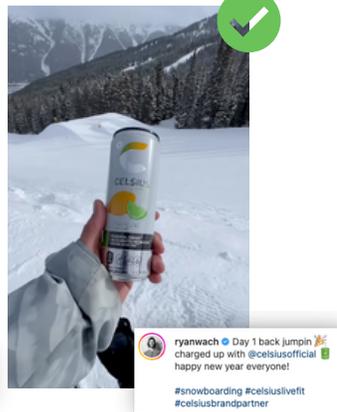
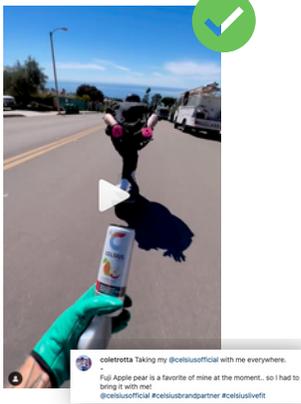


- Correct hashtags
- @celsiusofficial tagged in photo & caption
- No branding visible on clothing
- CELSIUS is clear & front facing
- Likes are turned ON



- Incorrect hashtag is used
- @celsiusofficial not tagged in photo
- CELSIUS is not clearly visible
- Like count is turned OFF

VIDEOS:



- Correct hashtags
- @celsiusofficial tagged
- Video is vertical
- Clear product close up



- Video is horizontal

CAROUSELS (photo and/or video):





If you have any questions on our guidelines, please feel free to reach out to your CELSIUS rep. Our team is overly dedicated to your success on the team, so please do not hesitate to contact us!

