



## Social Media Guidelines for Corporate Partners

At The Skin Cancer Foundation, we believe in harnessing the power of social media to raise skin cancer awareness and create an active community of individuals affected by the disease and those who want to prevent it. Each week, we push out dozens of updates across Twitter, Facebook and Instagram with a singular goal: to educate the public about the prevention, early detection and effective treatment of the world's most common cancer.

Many of our partners share in our mission, and we recognize that there are opportunities for collaboration that allow us to reach more people and save more lives. In considering joint social media efforts with the Foundation, please review the following guiding principles.

### Guiding Principles for Social Media Engagement

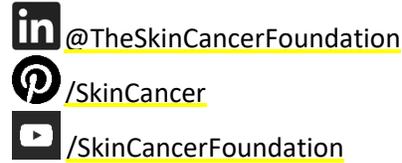
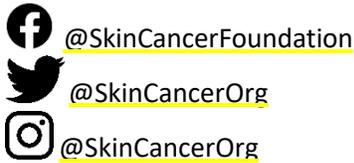
#### **We DO:**

- Share educational material from [SkinCancer.org](http://SkinCancer.org) and *Sun & Skin News* ([SkinCancer.org/blog](http://SkinCancer.org/blog))
- Foster dialogue among those affected by the disease and create a safe space where these individuals can share their experiences
- Share stories of individuals who have had skin cancer
- Serve as a go-to resource when news breaks in the space
- Share third-party (educational) content which features our experts and provides value to our audiences
- Distribute skin cancer statistics
- Highlight SCF programs and events
- Solicit donations for The Skin Cancer Foundation

#### **We DON'T:**

- Solicit involvement in clinical trials and/or research studies
- Provide medical advice to individuals
- Share product news (launches, sales, etc.)
- Share content that is inconsistent with our own recommendations or guidelines (for example, prevention guidelines that differ from ours, share content that is advertorial in nature)
- Share press releases
- Make product recommendations beyond sending followers to our Seal of Recommendation product finder ([SkinCancer.org/products](http://SkinCancer.org/products))
- Share content that promotes fundraising for other organizations/nonprofits
- Allow partners to comment or share content on our posts that we consider to be product promotions or advertisements. We respectfully ask our partners to refrain from this type of activity, and will delete comments and content deemed to be advertorial.

## SCF Social Media Channels



## How We Work with Partners

### Sharing SCF content

We encourage our partners to help us raise awareness by sharing our social posts. Approval is not required when you are simply liking, sharing or retweeting our social posts. If you link to content on one of our web properties, we ask that you tag us in the posts. **Without prior written permission, SCF content cannot be reposted on any partners' websites, social media accounts or e-communications.**

| <i>Sharing</i>   | <i>Sharing</i>   |
|--|--|
|   |   |
| <p><b>Retweet or share our social posts</b></p>   | <p><b>Copy and paste our social posts, sharing this information as if it's an original post</b></p>  |
| <p><b>Cite statistics from our Skin Cancer Facts &amp; Statistics page (SkinCancer.org/facts) with proper attribution</b></p> <p><b>Example:</b></p>  | <p><b>Include statistics without attribution</b></p> <p><b>Example:</b></p>                          |
| <p><b>Include a link to content hosted on SkinCancer.org or blog.SkinCancer.org</b></p>  | <p><b>Post SCF's content to your website or social channels without prior permission</b></p>   |

### **Product announcements/promotions**

To preserve the integrity of social channels, we cannot promote products or any line of products across our social channels.

### **Partnership programs**

For partnerships, including cause marketing campaigns, the Foundation may decide to leverage our social media accounts to spread the word. A minimum commitment of \$25,000 is required for consideration of a cause marketing campaign.

All assets shared by the partner and the Foundation must be approved by both parties. All assets must be submitted to the Foundation for review at least one week prior to the scheduled publication date.

### **Live events**

All social posts sent out on behalf of the Foundation go through a thorough review process. For that reason, we generally cannot engage in live events such as Twitter chats or Facebook broadcasts. In rare cases where the subject of the event is of value to our audiences, we may participate but we require an outline of conversation topics at least one week prior to the event so we can plan accordingly.

### **Want the SCF to share your social posts?**

While we make every effort to keep up with our partners' social media activity, it is impossible for us to monitor and review all posts. If you have a post that you would like to flag with our digital team for consideration, please be sure to tag us in the update so we receive a real-time notification. While we can't guarantee that we will engage with each one, we often like, share or reply to posts that deliver value to our audiences and help us educate our followers about sun protection and skin cancer. Please note: We will not share any post that contains product information or links to a product page.

### **Use of the Seal of Recommendation**

We encourage Corporate Council members who have products in the Seal of Recommendation program to include our approved Seal of Recommendation on product packaging, product webpages and other marketing collateral, and as a visual asset in social media promotion. Since individual producers earn the Seal (not brands), it's important that the correct Seal (traditional, Daily Use or Active) be used with the product(s) that has earned the designation. The Seal of Recommendation cannot be displayed or mentioned in any campaign if the individual product that has earned the Seal is not featured.

Please refer to the Seal of Recommendation Style Guide for specific language that should be used in all promotional materials, including social media posts. Please send all materials that include the Seal of Recommendation as a graphic or in text to [seal@skincancer.org](mailto:seal@skincancer.org) for approval. We request three business days for review.

Members of the Foundation's Corporate Council and participants in the Seal of Recommendation program should not refer to either as a "partnership" with the Foundation. We view partnerships that occur through cause-marketing initiatives, program support or specific project sponsorship as a distinct relationship.

Corporate Council members may use the Corporate Council creative and describe themselves as a "Member of the Corporate Council" or a "Corporate Council Member."

## Use of Corporate Council Membership Badge and Banner

We encourage Corporate Council members to display the approved banner and button in their print and digital marketing materials to show their support for our work and alignment with our mission. Please send any materials that include mention of the Corporate Council as a graphic or in text to [seal@skincancer.org](mailto:seal@skincancer.org) for approval. We request three business days for review.

## Use of The Skin Cancer Foundation Logo

Unless otherwise stated in your partnership agreement, use of The Skin Cancer Foundation's logo in promotional materials is prohibited. In instances where the use of the SCF's logo has been authorized, the marketing materials must be reviewed, and approved, by the Foundation's Marketing Communications team.