Social Media Posting Guidelines for Coca-Cola Influencers

**TRANSPARENCY**
You are required to clearly disclose your connection to the Company. The disclosure should be clear and conspicuous and in or near the message. You can use hashtags if the hashtag clearly communicates your connection to the Company (e.g., #Ad, #Sponsored). You can also use in-line statements such as, "I am a proud spokesperson..."

**TRUTHFULNESS**
When you post social media content related to the Company's products, packaging, ingredients, health benefits, workplace, financial information and/or the Company's impact on the environment, you must use pre-approved Company messaging.

**CORRECT IP USE**
Use the proper name of the Company's brands, logos and taglines as provided to you by the Company.

**ORIGINALITY**
Make sure your content is original. You must also obtain permission from the owners of any trademarks, copyrights, images or other proprietary content before you include such content in your post.

**LINKING**
Do not link out to third party websites or web pages unless the content of the website or web page is pre-approved by the Company.

**PROMOTIONS**
All posts relating to a Company promotion, sweepstakes, or special offers must include the pre-approved disclosures provided by the Company.

(c)2016 The Coca-Cola Company