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**SOCIAL MEDIA AND PROMOTION GUIDELINES** **FOR CONTENT PROVIDERS** (July 2018)

Together, we can leverage our collective communities to promote your videos, personal and professional brand.

**General Promotion**

* Always list our network as **e**360**tv** (lower case e and tv – to differentiate us from non-US networks with the same name in caps, and for greater brand recognition & SEO results.
* Mention e360tv, as well as any relevant names of e360tv team, in non-e360tv coverage (e.g., as a guest on other shows, interviews, press, media coverage, etc. by other groups
* Notify us ([info@e360tv.com](mailto:info@e360tv.com)) of any interviews, spots, or other activities outside our network in which you promote your show or e360tv.

**Social Media** (refer to e360tv social media guide for more detailed tips)

* Post a minimum of 3 times a week
* Like, share or add comments to e360tv social media posts (or ones in which e360tv or your shows are mentioned) a minimum of 3 times a week
* List key words with a hash tag (#) preceding them to maximize SEO
* Use tags (@) to create engagement and expand reach
* Follow e360tv on all your social media platforms
* Follow other e360tv shows and program hosts