



CONTENT CREATOR GUIDELINES

KEY MESSAGES, TAGS AND LINKS:

TAG: @TULLEYPUMPKINS

HASHTAGS: #TULLEYPUMPKINS

URL: WWW.PUMPKINFARM.CO.UK

POSTING REQUIREMENTS:

4X STORY POSTS: TAGGING AND URL ADDED ON EVERY SLIDE.

&

1X INSTAGRAM REEL/CAROUSEL: COLABORATING WITH @TULLEYPUMPKINS OR

1 TIKTOK: TAGGING IN THE POST - @TULLEYSFARM

YOUR CONTENT:

DO NOT FEATURE:



- SEXUAL INNUENDO
- RELIGIOUS CONTENT OR CONNOTATIONS
- POLITICAL CONTENT OR CONNOTATION
- GRAPHIC CONTENT OR VERY STRONG LANGUAGE
- SOCIAL, RACIAL, OR GENDER STEREOTYPES IN A WAY THAT COULD CAUSE OFFENCE ADDICTIVE BEHAVIOURS SUCH AS ALCOHOLISM, SMOKING, DRUGS, ETC

UGC THAT WE DISLIKE:

DARK, DESATURATED, OVER EXPOSED, DULL.

DO FEATURE:



- FOLLOW THE ASA GUIDELINES* SEE BELOW.
- CONTENT SHOULD FEEL GENUINE.
- MAKE SURE THIS FITS WITHIN YOUR ORGANIC CONTENT STYLE/THEME.
- PHOTOS SHOULD BE BRIGHT WITH NO TEXT OVERLAY AND INCLUDE SUNFLOWERS.

UGC THAT WE LOVE!



PUMPKINS, BRIGHT, FUN, HAPPY, COLOURFUL!
WE LOVE 'COME WITH ME' REELS!

LEGALITIES:

BY ACCEPTING PR TICKETS YOU ARE AGREEING TO ADHERE TO THE ABOVE GUIDELINES AND POSTING REQUIREMENTS. PLEASE FOLLOW THE ASA GUIDELINES WHEN DISCLOSING YOUR CONTENT. ([HTTPS://WWW.ASA.ORG.UK/RESOURCE/INFLUENCERS-GUIDE.HTML](https://www.asa.org.uk/resource/influencers-guide.html)). THE CONTENT MUST REMAIN ON YOUR CHANNELS FOR AT LEAST 12 MONTHS. CONTENT CAN BE USED BY TULLEYS ORGANICALLY ON THEIR OWN SOCIAL CHANNELS AND WEBSITES.

WE LOOK FORWARD TO SEEING YOUR CONTENT - ENJOY YOUR VISIT!