



Social media guidelines

AUGUST 2019

Social media overview

SOCIAL MEDIA OVERVIEW

MBO's social media communications and interactions are operated from the United States' channels and sources. Keeping social media in one "handle" draws all of MBO Partners' audiences to these hubs. Social media serves as a compliment to website content, as well as a channel for contributing to discourse pertaining to the industry and our interests and best practices.

UNDERSTANDING DIFFERENT AUDIENCES

Posts on one channel may not be best serving the audience on another if posted verbatim. It is important to understand the style of each online community.

Be sure to confirm any tags or hashtags used in posting are relevant, respectful, and utilized by the community members of that particular social media channel.

DO:

- Tips for IC lifestyle
- Case studies from real-life ICs
- Testimonials from ICs and enterprise clients, as appropriate
- "Need to know" information about ICs in the news
- "Real life" IC scenarios
- Financial and legal compliance, broken down for a consumer audience
- Spotlights on MBO resources
- State of Independence
- Whitepapers, distilled for a consumer audience
- Promotion of MBO products and events
- Conversation generation around topics of interest to ICs, such as the recent debate over Uber's contract vs. employee model
- Other topics deemed appropriate, after communicating with team members
- Discourse with other trending topics and individuals in social media channels
- User-generated content that discusses MBO and its products/services/insights
- Enterprise topics and content, particularly around hiring/managing independent contractor talent
- Internal MBO items – humanize the company, slice of life, day in the office
- MBO jobs/opportunities
- Industry insights/analysis
- MBO events/coverage

DON'T:

- Endorse particular products not part of the MBO suite
- Provide personal advice that could be construed as specific legal or financial advice
- Come off as offensive or inflammatory
- Share personal (non-professional) opinions of MBO staff
- Comments on ongoing news debates regarding the IC community (i.e. ongoing lawsuits) unless otherwise approved by the Senior Director of Marketing and CEO

SOCIAL CHANNELS

To date, MBO Partners has a presence on the following social media channels. As noted in the introduction of this section, regional social channels and/or handles are not to be utilized at this time.

Of the platforms below, MBO Partners actively posts on Facebook, LinkedIn, and Twitter daily.

Current posting frequency (subject to change, based on regular evaluation) is as follows:

- **LinkedIn:** 1-2 per day (can post multiple times in one day should there be breaking news or an immediate item)
- **Twitter:** 2-3+ times per day (can increase when discussing a hot button issue or trending topic)
- **Facebook:** 6-7 times per week (roughly once per day)

SOCIAL LINKS

facebook. <https://www.facebook.com/mbopartners>

LinkedIn <https://www.linkedin.com/company/mbopartners>

twitter <https://twitter.com/mbopartners>



Social links & multimedia usage

LINK USAGE

When appropriate, direct social media followers/fans to mbopartners.com, specific pages within the blog or specific onsite resources. Cite and link to our sources whenever possible.

UTM LINK TRACKING

Please follow these instructions whenever sharing specific mbopartners.com URLs. UTM tagging is required on all links shared on social.

1. Open the MBO Partners UTM Tag Library
2. Navigate to the appropriate tab based on the content
 - a. IC Website Content
 - b. IC or Enterprise Website Content
 - c. Enterprise Website Content
3. Use Control + F to search for the title or URL
 - a. If you find the same content piece, use the same UTM Term (utm_term) & Content (utm_content) tags already listed
 - b. If no Value Prop Category exists that matches the theme of new content piece, add a new Value Proposition Category

MULTIMEDIA USAGE

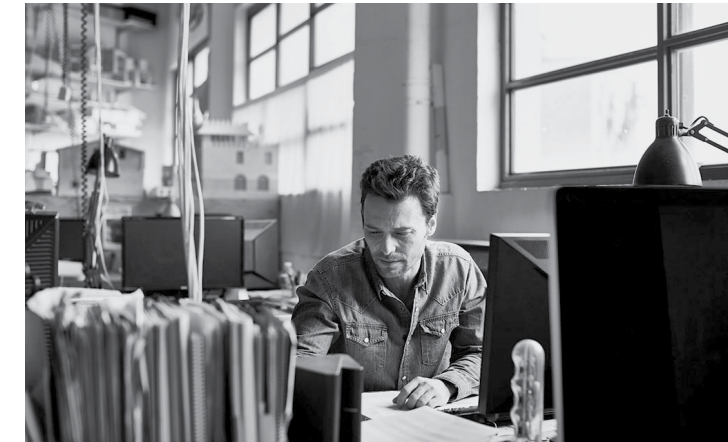
All social posts should have an accompanying image. The only exception to this is during times of live tweeting. All approved images and graphics can be found in the [image repository](#).

All accompanying visuals must meet the following guidelines:

- Do not upload, or otherwise make available, files that contain images, photographs, software or other material protected by intellectual property laws, including, by way of example, and not as limitation, copyright or trademark laws (or by rights of privacy or publicity) unless you own or control the rights thereto or have received all necessary consent to do the same.
- Do not use any material or information, including images or photographs that infringes any copyright, trademark, patent, trade secret, or other proprietary right of any party.



Shutterstock Image No. 18152863



Stocksy Image No. 714879



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Shutterstock Image No. 485403379



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Step-by-step

DAILY

1. Locate daily blog and write social post for each channel in the [Social Editorial Calendar](#)
2. Format UTM tag for the link
3. Schedule daily social in all channels using Buffer by copy/pasting; ensure images pull in
4. Once social posts, check the link to make sure it is working

WEEKLY

1. On Monday each week, review the additional social posts needed aside from blogs (events, webinars, cross-channel promotion, articles (choose 2), relevant industry articles, etc.)
2. Write out these posts for each channel in Social Editorial Calendar
3. Format UTM tag for any mbopartners.com link
4. Schedule daily social in all channels using Buffer by copy/pasting; ensure images pull in
5. Once social posts, check the link to make sure it is working

SOCIAL GRAMMAR & STYLE

Grammar and style for social media content should compliment that of the style used in print/web publications.

As noted, content should also be tailored for a channel's particular audience. Actively monitor the activity on MBO Partners' social media channels to determine which content inspires interaction from the audience – is the post you're about to make in line with what your audience has been discussing, or would want to see? When appropriate, mention others in social media posts if the content is (a) relevant to their interests and (b) helps MBO Partners' credibility if mentioned in the same sentence as those being mentioned.

APPROVALS

MBO Partners maintains strict guidelines for use of its social media channels, as outlined above. However, MBO recognizes the value in the community aspect of social media content creation and welcomes the input of its internal partners, staff, and member firms in contributing to the conversation MBO Partners is having online.

MBO Partners also recognizes the value in having an immediate response protocol for necessary issues, and

thus adheres to shortened timelines on social media. Should you have an immediate need (e.g. the business center is down or phone lines are broken) please call, text, or email and we will take care of it immediately.

Please note that social media follows the copy, logo, and image guidelines as set forth in previous sections of this guide..

To request a new social media message be sent from MBO, please first review the approved Social Calendar

HASHTAG STRATEGY

MBO Partners also uses a number of approved hashtags. The approved list is below:

- #IndependentContractor
- #IndependentProfessional
- #SelfEmployed
- #Freelancer
- #SmallBiz
- #SmallBusiness
- #GigEconomy
- #IndependentWorkforce
- #Misclassification
- #Compliance

and request a specific date and message directly to Marketing Coordinator Stephanie Schmidt (sschmidt@mbopartners.com).

Should those assets include design resources, please allocate at least five (5) business days for creation, or send assets at the time of request for approval.

Please provide at least two (2) business days notice wherever possible. Messages requesting a share/

re-tweet can be sent with shorter notice as required. Please send these messages at high attention so that we can deal with them immediately.

The MBO Partners calendar for new content development, including social media is accessible via [Google Drive](#).