

Content Creation Expectations

Dear [Influencer's Name],

We are excited to work with you on our upcoming campaign for [Product/Brand Name]. To ensure that our collaboration is successful, we would like to outline our expectations regarding content creation.

Content Guidelines

- Content Type: [e.g., Instagram posts, stories, TikTok videos]
- Brand Messaging: Incorporate the following key messages - [list key messages]
- Brand Tone: Maintain a [describe the tone, e.g., casual, professional] tone.

Deliverables

- Number of Posts: [e.g., 3 Instagram posts]
- Post Date: [e.g., by March 15, 2023]
- Use of Specific Hashtags: [list hashtags]

Content Approval

All content must be submitted for approval at least [number of days] days before posting.

Disclosure

Please ensure that all content complies with FTC guidelines regarding sponsored posts.

We are looking forward to seeing your creative ideas and collaborating on this campaign!

Best regards,
[Your Name]
[Your Position]
[Company/Brand Name]