

Content Guidelines for Influencer Brand Storytelling Project

Dear [Influencer's Name],

We are excited to collaborate with you on our upcoming brand storytelling project. Below are the content guidelines to ensure we align our messaging and values effectively:

1. Brand Voice

Maintain a [describe voice: e.g., friendly, professional, adventurous] tone throughout your storytelling. Ensure that the content resonates with our target audience.

2. Storytelling Elements

Focus on [key elements: e.g., personal experiences, challenges, resolutions] that highlight our brand's values and mission.

3. Visuals and Aesthetics

Use high-quality images or videos that reflect our brand's aesthetic. [Include specific color palettes or styles if applicable.]

4. Hashtags and Mentions

Please use the following hashtags: #[Hashtag1], #[Hashtag2], and mention our brand handle @BrandHandle in your posts.

5. Call to Action

Encourage your audience to [specific action: e.g., visit our website, participate in a challenge, share their own stories].

6. Content Approval

All content must be submitted for approval [specify time frame, e.g., 48 hours] prior to posting to ensure alignment with our brand messaging.

Thank you for partnering with us on this project. We look forward to seeing your unique storytelling approach!

Best regards,

[Your Name]

[Your Position]

[Your Company]

[Contact Information]