

Guide to create responsible content policies

Content guidelines driven by brand values

It is crucial that brand values guide the creation and expectation for content partners, both to protect the brand and because it's the right thing to do.

Investments should only be made with creators, partners and platforms that prioritize responsibility, accountability, diversity & inclusion and ensure marketing assets are only be placed in environments that are aligned with the values of the brand.

Violations of our brand standards clearly prohibited:

- Threats of violence, harassment & bullying
- Terrorism
- Child exploitation
- Hate speech
- PII leaks & doxing
- Adult content
- Illegal activity
- Misinformation
- Copyright & intellectual property infringements

Content categories:

- UGC (i.e. Social Platforms)
- Sponsorships / Partners
- Ad-Supported Media
- Talent (i.e. Influencer, Celeb, Music)
- Owned distribution channels