

[Your Organization's Name] Brand Advocacy Program Policy for External Advocates or Influencers Using GaggleAMP

Introduction

Welcome and thank you for joining the [\[Your Organization's Name\]](#) Brand Advocacy Program through GaggleAMP, our chosen platform to streamline our employee advocacy efforts in sharing the exciting and impactful work we do. This policy guides you, our esteemed external advocates, in distributing pre-packaged social media posts and engaging in social actions that amplify our brand message across your networks. By participating, you commit to these guidelines, ensuring our collaboration enhances [\[Your Organization's Name\]](#)'s presence and reputation.

Eligibility and Enrollment

- Participation is by invitation or application and is based on alignment with our values and potential for social influence.
- The length of participation in our External Advocacy Program is determined in our signed agreement.
- You are subject to the Terms and Conditions set forth by our employee advocacy vendor, GaggleAMP. Agreement to those terms will commence when you join [\[Your organization's name\]'s](#) Gaggle.
- To join, please complete the enrollment process through GaggleAMP and agree to adhere to this policy. You can join here: [\[Insert your company's invitation link here\]](#).

Content and Actions

- **Pre-Packaged Content:** Through GaggleAMP, you'll receive approved social media content to share including images, texts, videos, and links. This platform allows us to provide you with ready-to-share content that aligns with our brand messaging and goals.
- **Social Actions:** Alongside content sharing, you may be prompted to like, comment, or share posts from [\[Your Organization's Name\]](#)'s official accounts, participate in online discussions, or use specific hashtags. These actions are designed to increase our reach and engagement authentically.
- **Scheduling of Content:** Social media content shared with you on GaggleAMP does have an expiration date but can be shared in any order unless explicitly stated otherwise. Please be sure to perform all activities before expiration. These can be manually performed, or many activities can be scheduled to be performed autonomously.

Conduct Guidelines

- **Transparency:** Always disclose your connection to our organization when sharing content or performing actions related to us. A simple acknowledgment such as “Partnering with #[YourOrganization]” suffices.
- **Positivity:** Keep communications constructive, reflecting positively on our brand. Avoid negative discourse about our organization, competitors, or any other entity.
- **Confidentiality:** Do not divulge any confidential information about [Your Organization's Name] or its stakeholders. Details of these restrictions can be found in your signed NDA.
- **Legal Adherence:** Respect copyright, privacy laws, and FTC guidelines, especially regarding endorsements and testimonials.

Using GaggleAMP

- GaggleAMP is the central hub for our advocacy program. Ensure you know its functionality to effectively participate in content sharing and social actions.
- GaggleAMP does have a Knowledge Base to help get you familiar with the product. You are considered a Member of a Gaggle, not a Manager.
- If interested or necessary, GaggleAMP does conduct regular and routine themed training for their Gaggle Members. If you are interested in participating in a training of this nature, please contact [your organization’s main Gaggle Manager] for more details.
- Regularly check GaggleAMP for new content and action items curated specifically for our advocate community.

Engagement and Feedback

- Engage thoughtfully with your audience and funnel any direct inquiries about our organization to our official communication channels.
- Share insights or feedback with our social media team to help us measure impact and refine our advocacy efforts.
- At any time, you can access the ‘My Impact Report’ on the GaggleAMP platform to see how you have helped contribute to [your organization’s name]’s employee advocacy efforts.

Policy Compliance

- Violations may lead to removal from the program. We may also ask you to remove non-compliant content if it is written or directed at our Brand, People, or Policies.
- We recognize that external influencers may or may not work with several organizations at any point in time. As such, we do require influencers working on behalf of [your organization’s name] to have an exclusive partnership with [your organization’s name] regarding social media posts and/or brand advocacy in the [insert your industry, niche, or specialty] during the duration of our contracted engagement.
- Our team reserves the right to modify this policy. Continued participation after modifications implies acceptance of new terms.

Contact and Support

Should you have questions or need assistance with GaggleAMP or our advocacy program, please reach out to [\[insert your Gaggle Manager's contact information\]](#).

Acknowledgment

By engaging as an external advocate for [\[Your Organization's Name\]](#) through GaggleAMP, you agree to these guidelines, committing to represent our brand positively and authentically.

[\[Insert your external advocate and company representative names, dates, and signature lines here\]](#)

Disclaimer

This template is designed to provide general guidelines for drafting a set of external influencer social media guidelines that are right for your company and should be used as a reference only. Helping external advocates (or influencers) understand the guardrails of being active on social media will allow them to participate productively and positively. Be sure to draft your version in conjunction with your company's Marketing, Human Resources, and Legal resources to ensure it aligns with your specific needs and legal requirements. This template does not consider your particular local, state, or federal laws and is not a legal document. GaggleAMP is not a law firm, and our employees are not lawyers. This template was not prepared by an attorney. GaggleAMP does not assume any legal liability that may arise from using this policy.