## **Channel**■Specific Guidelines

## **TikTok**

Open with a clear hook; avoid claims; include required disclosures.

Max one exclamation point; keep captions tight.

## Instagram

Natural captions; relevant hashtags; label partnerships.

## **Email**

Subject ≤ 60 chars; preheader ≤ 90 chars; one clear CTA; mandatory unsubscribe link.