



GEN Promoted Social (BETA)

Our Social Media Guidelines

Guidelines

1. For twitter, posts must not exceed 140 characters, including the bitly link, and word "Sponsored:" If company wants to be @mentioned, this will also reduce the allowable character count.
2. For Facebook, there is 250 character maximum. This is also inclusive of link. If you want to include a graphic, it must have a resolution of at least 72 dpi. The character count will likely need to be reduced to accommodate the graphic. GEN's social media editor will provide specs upon review of graphic.
3. GEN reserves the right to reject posts that it feels are not in keeping with the publication's standards. All posts must comply with applicable U.S. and international laws, and may not be indecent, obscene, or defamatory.
4. All materials must be submitted five (5) business days prior to deployment. Sponsor must specify deployment date(s) and time range for deployment. If not provided, GEN will deploy on "as available" basis.
5. Reporting will be provided on clicks, reach, engaged, "talking about this", likes, comments, engagement, and negative feedback (explained below). Reports will be sent within five (5) business days of final deployment.