

# Datebookstore Influencer Program

# Who are we?

We're SO excited to work with you!  
Before we get started, here is everything  
you need to know about SDI Innovations  
and Datebookstore.

datebookstore.com





# SDI Innovations About Us



We are different every day and constantly evolving. As the engine behind multiple companies and brands, SDI Innovations has established nationally leading companies in several markets – we have products in 12,000 schools across the United States and 21 countries, as well as Amazon best sellers; we are the go to company for the ag industry for genetic and chemical compliance; and, we have digital products scheduling and sending SMS reminders virtually every minute.

Started in 1985, School Datebooks is the flagship company under the SDI Innovations umbrella and has provided datebooks to over 18,000 customers over the last 38 years. Our goal is to expand the reach of School Datebooks to any home or workspace.



Rachel  
Amick

## About Us

We're here



Mallory  
Fonte

Social Media Manager Social Media Intern **to help!**

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2x grid posts (Instagram)

Submit your content 1-2 weeks after delivery of merchandise.

Content should not go live until you receive approval from the SDI Innovations team.

# Content Requirements

## Contracted Deliverables

Create & publish 3x Tiktoks and Reels.  
Content can be republished on different platforms.  
Videos must be under 0:40 seconds in length.

Mandatory  
Tags & Handles

@datebookstore  
@schooldatebooks  
#schooldatebooks #datebookstore  
#mydatebook  
FTC requirement:  
#datebookpartner



ts

before your content can be published.

# Content Requirements

## Featuring Friends & Family

When you include anyone other than yourself in your content you are **required** to ensure they sign an appearance release.  
*You will be required to confirm all individuals featured in your content have signed the form*



## Audio

Audio must be royalty-free. If you use trending or non copyright audio in your content, you will be asked to re-upload content with compliant music.  
Instagram Reels: [Meta Sound Collection Library](#).  
Tiktok: [Tiktok Audio Library](#).

# Mandatory FTC Requirements

## Caption Disclosure Requirements

#datebookpartner must appear in your caption.

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## On-Screen Disclosure Requirement

#datebookpartner must be included as on-screen text for a minimum of the first 3 seconds of your video.

## Verbal

## Disclosure Requirements

If you are speaking or doing a voiceover, there must be a clear verbal disclosure at the beginning of your video.

Verbal disclosure: **"This video is in partnership with Datebookstore" or "I'm partnering with Datebookstore"**

# Content Dos and Dont's

**finger prints**

**Speak authentically about the product**

**Have good lighting**

**Include yourself in your content**

**Shoot in a contextually relevant area**

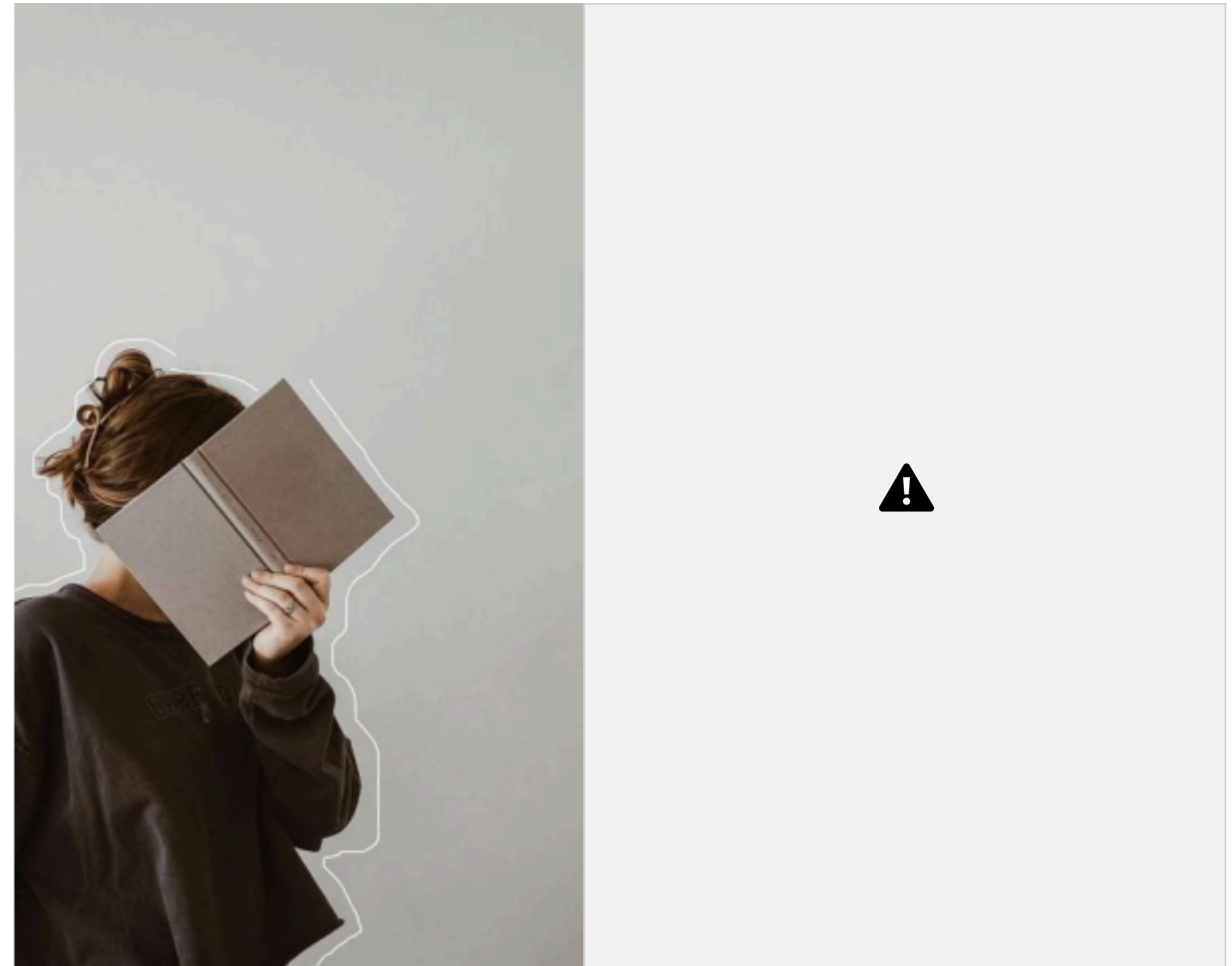
**Ensure products are clean and avoid smudges &**



**Feature other brands of planners Use copyrighted music**

**Don't submit any content that is obscene, violent, offensive, derogatory, or vulgar.**





# Content

# Inspo

Content could include  
unboxings, a day in the life  
featuring the planner, filling  
out/decorating your planner,  
or anything you can think of  
to incorporate  
Datebookstore into your life!  
Feel free to get creative!

# Questions?

# Shoot us an email!

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