

Social Media Guidelines

We Don't Steal Credit. Period.

This Social Media Guideline document aims to provide clear guidelines for team members about usage of media for clients across Never Grow Up Workshops Pvt. Ltd., SPRD, Yellow Seed Content Solutions Pvt. Ltd., Good Wave Foundation and respective internal brands for audio, video, text, image and content usage on social media platforms.

Adhering to these guidelines ensures a consistent, professional approach, safeguarding our brand's integrity, maintaining better client relationships and fostering a respectful online environment.

This document is an addendum / annexure to our social media policy that can be accessed on <https://www.ourway.rocks/socialmediapolicy>

Platform-Specific Guidelines

Instagram

- **Community Guidelines:** Follow Instagram's guidelines to protect copyrighted works and avoid infringing others' copyrights. This includes adhering to rules about using third-party content.
- **Music Usage:** Only use music from Instagram's music library or copyright-free music with proper licences. Avoid using music from significant labels unless explicitly allowed.

(Reference link to the IG T&Cs - <https://about.instagram.com/blog/announcements/updates-and-guidelines-for-including-music-in-video>)

- **Credit and Licensing:** Ensure proper credit is given for all content used. Check licences to verify that you have the right to use any images, videos, or music.

(Reference link to the IG T&Cs - https://help.instagram.com/126382350847838?helpref=faq_content)

LinkedIn

- **Content Contribution:** Contribute content that adds value to the LinkedIn community. Avoid posting irrelevant or low-quality content.

(Reference links to LinkedIn's T&Cs - <https://www.linkedin.com/legal/professional-community-policies>)

- **Music Usage:** Use no copyright, royalty-free music with relevant licences or original music you or your colleagues created.

(Reference links to LinkedIn's T&Cs that need to be absorbed and understood - <https://www.linkedin.com/help/linkedin/answer/a519782/>)

- **Credit and Licensing:** Always credit the original creator of the content. Verify the licensing terms before using any third-party content.

Facebook

- **Music Library:** Utilise music from Facebook's music library or no copyright, royalty-free music.

- **Credit and Licensing:** Ensure that all content used is licensed and/or credited appropriately. Verify licences for all third-party content.

Twitter (X)

- **Music Usage:** Do not use music from major labels or well-known artists, even if credit is given.
- **Credit and Licensing:** Always credit the original creator. Confirm the licensing status before using any third-party content.

WhatsApp

- **Content Licensing:** Verify licence for all audio, video, and images before sharing content in large groups or broadcasts.

Audio Resources and Usage

Approved Sources

- **YouTube Audio Library:** Use 'no copyright' or 'copyright-free' music from YouTube's audio library. These do not even require attributions, even for videos we choose to monetise. Ensure compliance with specific licensing terms.

For example: If ClientX needs to create a video for YouTube only, in that case, we can access ClientX's YouTube account wherein ClientX will find an audio library. In this case, we can download audio from the YT audio library available for ClientX's YT account. Please note that every audio will have its own copyright adjustments. (Only where it says 'no copyright music' and that 'you can use even in videos that you will monetize' are the audios you can use.)

In the audio library, under the header 'License type', hover over the YouTube play icon to find out if the audio is usable or not.

- **Envato Elements:** Use Envato Elements accounts registered under the appropriate company name for relevant projects only. Only use these resources for clients if specifically allowed. Currently the licence is available only under the Never Grow Up company banner. A screenshot of how the licence should look is attached below. Any other company using it may face copyright infringement.

LICENSE CERTIFICATE: Envato Elements Item

=====
This license certificate documents a license to use the item listed below on a non-exclusive, commercial, worldwide and revokable basis, for one Single Use for this Registered Project.

Item Title: Hip-Hop Instrumental Lofi Music
Item URL: <https://elements.envato.com/hip-hop-instrumental-lofi-music-L8B86JC>
Item ID: L8B86JC
Author Username: SoundTheLimit
Licensee: Never GrowUp
Registered Project Name: Swiggy
License Date: July 17th, 2024
Item License Code: BTS8YQ2WM9

The license you hold for this item is only valid if you complete your End Product while your subscription is active. Then the license continues for the life of the End Product (even if your subscription ends).

For any queries related to this document or license please contact Envato Support via <https://help.elements.envato.com/hc/en-us/requests/new>

Envato Elements Pty Ltd (ABN 87 613 824 258)
PO Box 16122, Collins St West, VIC 8007, Australia
==== THIS IS NOT A TAX RECEIPT OR INVOICE ====

Steps for Using Music

1. **Select the Audio:** If the platform has its own music library, then choose the audio in the search bar. Kindly only use music from the Music Library of that particular platform (for e.g.: Instagram or YouTube's music library) or select music from content resource platforms that the organisation has already subscribed to (for e.g. Envato Element). Reference Video
2. **Sync Your Reel/Video:** Sync your content with the selected audio to create a cohesive piece.
3. **Credit the Artist:** Ensure proper credits are given according to the platform's requirements. This may involve mentioning the artist in the caption or within the video.
4. **Add a Thumbnail:** Include an appropriate thumbnail before publishing to attract viewers.
5. **Publish:** Obtain client approval via email before going live to ensure all content meets expectations and legal requirements.

Avoid Downloading Audio From

- **Unauthorised Sources:** Do not use audio from YouTube or any online, pirated, free or paid software that grabs or extracts audio without proper licence.
- **Any other Apps / Software / Library:** Even if you have a personal paid subscription, it is recommended that you do not download audio for work/commercial purposes.

Image and Other Element Usage

- **Paid Images Subscription:** Our clients let us use images from paid sites like Images Bazaar, Shutterstock or Freepik. These are either paid by clients or are under company subscription. In case the client requires you to buy images, seek approval for that particular image and its cost on email. Please note, there are different costs for different use of images.

(Reference link for Images Bazaar T&Cs -

<https://www.imagesbazaar.com/compusagesagreement>)

(Reference link for Shutterstock's T&Cs - <https://www.shutterstock.com/terms>)

(Reference link for Freepik's T&Cs - <https://www.freepik.com/legal/terms-of-use>)

- **Free Images Usage:** The internet is full of free to use or royalty free images. While we recommend using images from available subscriptions, should you choose to use free images from Google or any other website, always remember to give credits either in the image or caption. Ensure that you understand any copyrights that come with the image and then select a way forward. In case of confusion, reach out to your manager with the query.
- **Other Elements:** While using other elements like vectors, templates, reference videos, clips, snippets, etc. ensure that the elements are downloaded from either Freepik or Envato, etc. as they are purchased by our organisation for internal and client use. Create elements from scratch or using AI (refer "Proper Usage of AI in Social Media") and avoid taking free elements from Google search.
- **Seek Permissions:** If the project demands you to use images/faces of people on social media, seek permission while shooting and also while uploading. Ensure that such images do not show them in a poor, offensive or derogatory way.
- **Do Not Plagiarise:** While writing long or short format copy for any brand, ensure that the content is free from plagiarism. Use multiple plagiarism checks to ensure compliance and keep a copy of results if asked for proof. Plus, plagiarized content is a direct violation of our Zero Tolerance Policy.

Content Creation Guidelines

Content Planning

- **Identify Your Goal:** Clearly define the purpose of your content. Determine whether it is meant to entertain, educate, or inform your audience. This will guide the tone and structure of your posts.
- **Know Your Audience:** Understand your target audience's preferences and interests. Use this knowledge to create relevant and engaging content that resonates with them.
- **Create a Content Calendar:** Plan your content to maintain consistency and ensure a steady flow of posts. This helps you manage content efficiently and avoid last-minute rushes.

Content Creation

- **High-Quality Visuals:** Use high-resolution videos with good lighting and clear audio. Avoid using shaky footage or low-quality images. Invest in good equipment or use professional services if necessary.
- **Storytelling:** Use a narrative structure to make your content more compelling. This could involve sharing a journey, experiences, or a day in life. Make it relatable to engage your audience.
- **Brand Consistency:** Maintain a consistent visual and tonal style that aligns with your brand's identity. Use brand colours, fonts, and logos appropriately in all posts.
- **Use Sounds:** Incorporate music or sounds to increase the chances of your Reel/Video being discovered. (Read "How to Give Proper Credit" for more).
- **Use of Language:** Use clear, concise, and appropriate language in all content. Avoid jargon and technical terms that may not be understood by your audience. Maintain a professional tone and avoid slang, offensive, or discriminatory language. Ensure all content is free of grammatical and spelling errors

Technical Aspects

- **Optimal Length:** For maximum engagement, keep videos between 10 and 30 seconds. Short, impactful content is more likely to hold viewers' attention.
- **Aspect Ratio:** For full-screen vertical videos, use a 9:16 aspect ratio. This is the preferred format for most social media platforms.
- **Resolution:** Ensure videos are 1080p or higher, even after compression. Use quality compression tools to maintain visual clarity.

- **Captions and Text:** Add captions to make your content accessible and emphasise key points. Use readable fonts and contrasting colours for better visibility.
- **Hashtags:** Use a mix of popular and niche hashtags to increase visibility and reach a broader audience. Research relevant hashtags for your content.
- **Location Tags:** Tag your location if relevant to increase local discoverability and engagement.

Performance Tracking

- **Monitor Metrics:** Track the performance of your content using platform-specific insights. Monitor metrics like views, likes, comments, and shares to gauge engagement.
- **Trend Analysis:** Identify which types of content perform best and tailor future content accordingly. Stay updated with current trends and adapt your strategy to leverage them.
- **Continuous Improvement:** Use feedback and performance data to refine and improve your content strategy continuously. Implement changes based on what works best.