

Digital Brand Guidelines for Social Sharing

Southwest Agri-Plastics, Inc. welcomes collaboration with our partners and customers through social sharing and tagging. Helping our network of media partners, distributors and customers to grow their digital presence is important to achieving our own goals, and we value any opportunity to create a "win-win" for all of us. We ask that you respect these guidelines when sharing Southwest Agri-Plastics content:

CONTENT POLICY:

We ask that the Southwest Agri-Plastics, Inc. brand as well as our content not be shared in any social media post or video with messaging of a politically-charged nature. As a policy we do not publish content on political, religious, or social issues, and we ask that our content not be shared in these contexts.

USE OF ORIGINAL CONTENT:

Southwest Agri-Plastics' original content should be published "as is" and attributed to Southwest Agri-Plastics wherever it is shared online. Content such as photography, video, brochures and flyers, blog content, press releases, newsletters, and social posts may not be altered without express permission from Southwest Agri-Plastics. Specifically:

Images

- Images should NOT be edited to alter the appearance of a Southwest Agri-Plastics product, including design, colors, logo or fonts.
- Images should NOT be watermarked or otherwise labeled with a brand other than Southwest Agri-Plastics, except when co-branding is the explicit intent and approved by Southwest Agri-Plastics.
- Images MAY be resized proportionally to fit the intended platform as long as the product is not distorted or degraded in appearance.

Video

- Videos should NOT be edited to alter the length, content or branding original to the video.
- Videos should NOT be watermarked or otherwise labeled with a brand other than Southwest Agri-Plastics except when co-branding is the explicit intent and approved by Southwest Agri-Plastics.

Written Content

- Social posts, video descriptions, and blog posts should NOT be republished as original content without express permission from Southwest Agri-Plastics. Instead, we encourage you to use the social platform's sharing feature to repost Southwest Agri-Plastics's original content and ensure proper attribution.

ATTRIBUTION, SHARING AND TAGGING:

We ask that anyone who posts original Southwest Agri-Plastics content on their social channels include attribution to Southwest Agri-Plastics. The best way to do this is to share Southwest Agri-Plastics posts, images and videos using the social platform's "Share" feature rather than posting original Southwest Agri-Plastics content independently. This ensures proper attribution and avoids the appearance of claiming the content as your own.

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ATTRIBUTION, SHARING AND TAGGING (Cont.):

Content can also be attributed to Southwest Agri-Plastics by tagging our profile on the relevant social platform within the body of your post or description.

Ex:

This video was originally created by @swapdallas

Check out these tips from @swapdallas about maintaining your poultry floor

Swine Flooring image by @swapinc from their website: <https://swapinc.com/>

Depending on the social platform, we ask that you tag or link Southwest Agri-Plastics whenever posting original Southwest Agri-Plastics content for your audience. Here are our profile names by channel:

Facebook: [@swapdallas](#)

LinkedIn: [@southwest-agri-plastics-inc-](#)

Twitter: [@swagriplastics](#)

Instagram: [@swagriplastics](#)

YouTube: <https://www.youtube.com/channel/UCaMvzFolCmrH770dwroTR6w>

QUESTIONS OR LOOKING TO COLLABORATE?

If you have questions about sharing Southwest Agri-Plastics content, or if you want to collaborate with us on new original content that would benefit both of us, let's chat! Please contact us at info@swapinc.com.