



## Swing Junior Apparel - Brand Ambassador Guidelines

As a Swing Junior Apparel Brand Ambassador, you will be expected to tell people about Swing, and ideally actively participate in talking about Swing online. Whenever you can, you will promote Swing Junior Apparel in your community and social media platforms.

As a Brand Ambassador, it is also important to know as much as possible about the Swing brand – including the types of clothing we have available, and also representing the lifestyle we would like our Brand Ambassadors to portray.

### SOCIAL MEDIA GUIDELINES

Swing doesn't need you to post every day, but we would like you to promote our brand on social media as often as possible.

- Please do not promote competitive brands to Swing within the same post
- When posting, please include a link to [www.shopswing.ca](http://www.shopswing.ca)
- When using tags: Tag the Swing Junior Apparel brand in ALL posts with our clothing/accessories
- Please include 1 or all of the following hashtags within your post:
  - #swingtwin
  - #growthegame
  - #growthegame 🚩
  - #growthegame 🏀
  - #swingjrgolf
  - #swingjrtennis
  - Option to include hashtag for the event/tournament you are participating in
- Always use appropriate content – you must always remain respectful and endorse Swing Junior Apparel in a positive way
  - We expect you to post things that do not upset or offend people, and this includes any photos or images that you post
  - You must never use rude or offensive words when posting

All posts may be reposted by Swing Junior Apparel. We also have the right to ask you to remove any Swing-specific posts that we feel are inappropriate. Failure to do so may result in loss of Brand Ambassador privileges.

Refer to this link to download the ['Brand Ambassador Program Overview or Application'](#)