

CLIENT MEDIA USAGE GUIDELINES

1. BRAND ALIGNMENT

Your media presence should consistently reflect your brand's identity, tone, and core values. Avoid content that may be easily misinterpreted or seen as out of character for your brand.

2. REPUTATIONAL AWARENESS

Do not associate with individuals or entities involved in:

- Known abusive, discriminatory, or exploitative behavior
- Public scandals or "cancellation" due to serious misconduct

3. MEDIA RIGHTS & PERMISSIONS

- Only use images, videos, music, or other media you have the right to use
- Credit creators on social media as required. This is not necessary for this set of mightymauls.com photos

4. SENSITIVE CONTENT & LANGUAGE

- Do not share content that includes hate speech, graphic violence, misinformation, or offensive humor

5. TRANSPARENCY & COMPLIANCE

- Always disclose paid partnerships, sponsorships, or gifted collaborations (per FTC guidelines)
- Ensure claims in promotional posts are accurate, truthful, and verifiable

-Client Discretion-

When uncertain, consult your media or PR advisor before publishing. Social media management services are available to you. These guidelines are provided to support your media strategy and brand health. However, you are free to operate outside of them as long as you do not use or reference any creative assets, media, copy, or intellectual property created by MIGHTYMAULS.COM.

If you choose to diverge from our recommendations, please ensure all public content remains separate from any deliverables we've provided.

Need help?

Contact us at mishan@mightymauls.com for brand support, media strategy, or content reviews.

