

LTL Influencer Guidelines

We're looking for content creators who share a passion for **language**, **culture** and **exploration** of the world. We're not looking to put words in your mouth. We want honest and creative content that you would be happy to share with your audience.



Having said that we do have to set some **Do's** and **Don'ts**

Content should be in **good taste**.

Content should adhere to the **guidelines** set by the platform.

Content should be **honest** regarding the nature of it being **sponsored content**.



Content **cannot** contain nudity.

Content **cannot** use inappropriate language.

Content **cannot** promote bigotry, racism or discrimination based on race, gender, religion, nationality, disability, sexual orientation, or age.

If you don't think you can adhere to these Do's and Don'ts please re-consider if a partnership with LTL Mandarin School is right for you.

Declarations

There are varying laws across the globe regarding sponsored content. To stay in line with global standards we've put together a list of declaration standards set by governing bodies around the world that you should adhere to when creating sponsored content for LTL.

Basically, it all comes down to transparency. It's about making sure your followers are aware when you've been paid or given something of value to promote a product or service opposed to recommending a product because you simply like it.

Here are ways we can ensure there is no misunderstanding with audiences:

YouTube

You should put in the first paragraph of the description section in the video 'thanks to **LTL Mandarin School** for sponsoring this video'.

You should verbalise "**this is a sponsored video**" during the video with the text '**sponsored**' appearing on screen.

Any free lessons, flights, accommodation paid by LTL for you to create this video, should be mentioned in the Video.



Instagram / Facebook

If you have a business Instagram account we'll approve you to post branded content through feed and stories on Instagram. When posting an image or video click on advanced settings, tap 'tag business partner'. Note this feature is gradually rolling out and not available to all Instagram users. Use only if possible.



You can do one of these 3 options in your post:

1. Include the unique hashtag **#LTL_partner** as the first text in the description of your post. Example '**#LTL_partner** I've had an amazing week **@LTLmandarinschool** visiting their Shanghai campus'
2. You should tag **@LTLMandarinSchool** and make it clear in the post that this is branded content. Example '**Thanks to @LTLmandarinschool for gifting me free Mandarin lessons**'
3. You should include the hashtag **#sponsored** or **#ad** in the description of the post (not the comments). This hashtag cannot be hidden amongst other hashtags. Example '**I'm doing a collaboration with @LTLmandarinschool to showcase their new Beijing campus #ad**'

Blog

Declare at the top of any post that this was created in collaboration with LTL. Example: "**This is a paid for partnership in collaboration with LTL Mandarin School**"

Be transparent about any items or services gifted to you by LTL in exchange for



Hashtags

On all content posted on YouTube, Facebook and Instagram we ask that you include these 12 hashtags/tags:

#livethelanguage
#ltl #ltmlmandarinschool
#ltmlmandarinschool{city} E.g.
#ltmlmandarinschoolBeijing
#learnchinese
#learnmandarin
#mandarinschool
#LTlexperience
#LTlexperiences
#china # {city} E.g. #Shanghai

Final Thoughts

Great so now all the **DO's**, **Don'ts**, **declarations** and **hashtags** are covered we can get to the fun part... **Creating Content!**

As we said from the very beginning, we're not here to put words in your mouth.

We're working with the mutual understanding that you're interested in **Mandarin**, **China**, **Chinese culture**, **travel**, etc.



LTL offers wonderful opportunities to experience all of these things, we want your interactions with us to be enjoyable and the content you create to be **authentic** and **honest**.

Our team is able to support you with ideas, content, being on screen, filming and editing.

Our level of involvement is **100% up to you**.

We don't want you endorsing a product or service that you personally don't use or don't like. Therefore, you will have to be a student either past or present to become an LTL Influencer.

Check out the **Influencer Page** on our website for what LTL is offering in exchange for being an LTL influencer. Please read the **terms and conditions** to make sure this program is right for you.



If this sounds like something you would be interested in, please contact the LTL marketing team and we'll schedule a video call to discuss further.