



## Crossrope Organic Social Content Guidelines

We're excited to collaborate with you on Crossrope's social channels! To ensure we share the best possible content with our audience, we've outlined some guidelines for the type of content we're looking to feature. Our focus is on high-quality, short, and to-the-point educational, motivational, and entertaining content that aligns with current trends in a relatable way. Below, you'll find detailed themes, examples, and criteria for submissions.

### Content Themes

#### Educational:

- Short and to-the-point tutorials on jump rope techniques
- Workout videos
- Simple How-To's on using Crossrope products

#### Examples:

- <https://www.instagram.com/p/C6tWTrVL4zQ/>
- <https://www.instagram.com/p/C1KNzMoOfAq/>
- [https://www.instagram.com/p/C7jV\\_Pwg-kX/](https://www.instagram.com/p/C7jV_Pwg-kX/)

#### Motivational/Inspirational:

- Success stories from achieving fitness goals with Crossrope
- Inspirational quotes or messages related to fitness and perseverance
- Before and after transformations highlighting the impact of using Crossrope

#### Examples:

- [https://www.instagram.com/p/C4gr9GxKxwU/?img\\_index=1](https://www.instagram.com/p/C4gr9GxKxwU/?img_index=1)
- [https://www.instagram.com/p/C5els07v\\_6-/](https://www.instagram.com/p/C5els07v_6-/)
- <https://www.instagram.com/p/C5W2HsNAeEG/>

#### Entertaining:

- Using trends and relating it to scenarios that resonate with fitness
- Day in a life with Crossrope

#### Examples:

- <https://www.instagram.com/p/C7kRPyMpABq/>
- <https://www.instagram.com/p/C74VM3EACwh/>

- [https://www.tiktok.com/@crossrope/video/7325518181613767941?is\\_from\\_webapp=1&sender\\_device=pc&web\\_id=7323312770988131845](https://www.tiktok.com/@crossrope/video/7325518181613767941?is_from_webapp=1&sender_device=pc&web_id=7323312770988131845)
- [https://www.tiktok.com/@crossrope/video/7321711565688917253?is\\_from\\_webapp=1&sender\\_device=pc&web\\_id=7323312770988131845](https://www.tiktok.com/@crossrope/video/7321711565688917253?is_from_webapp=1&sender_device=pc&web_id=7323312770988131845)

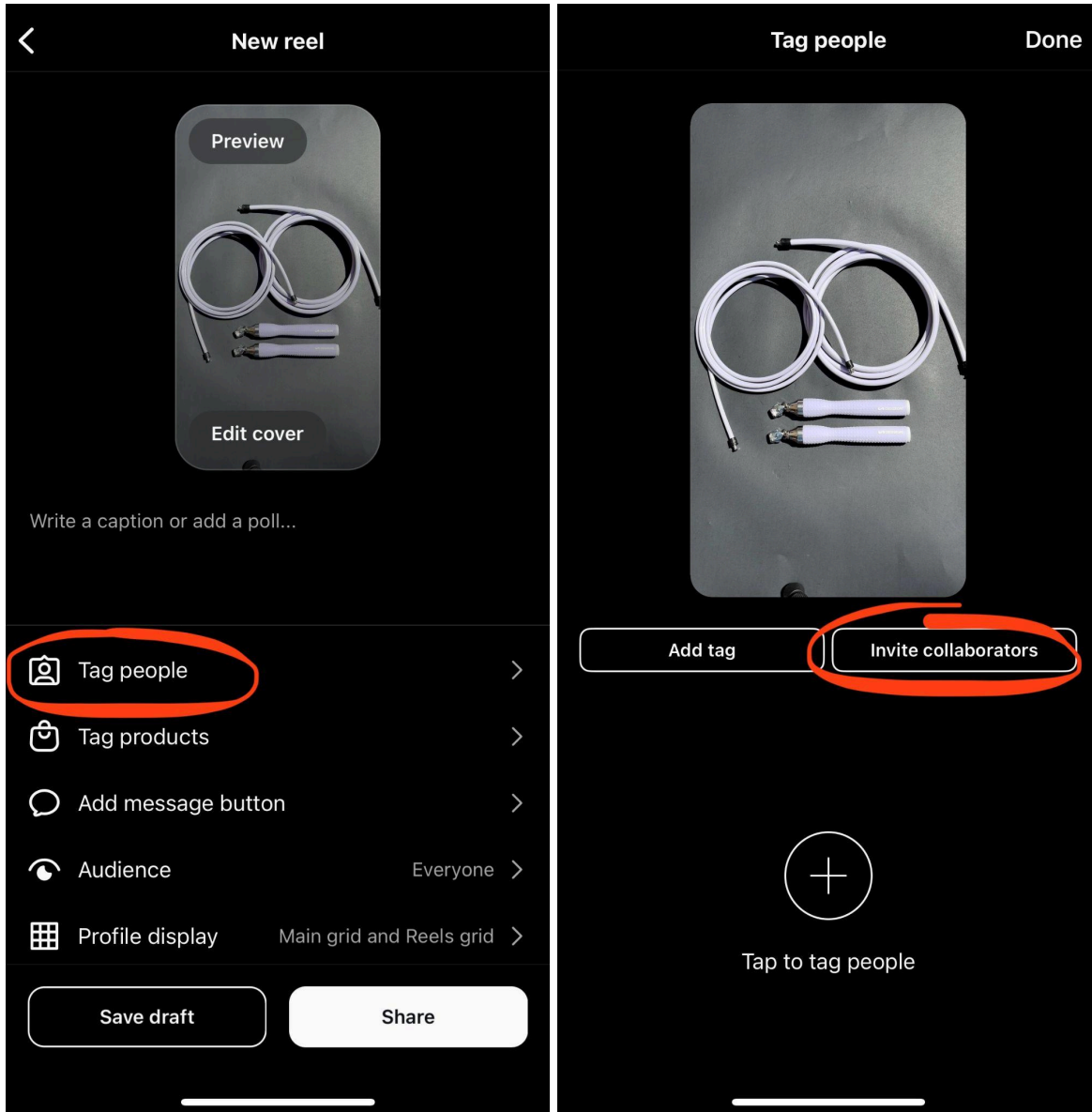
## Approval Checklist

- Duration of the video is 15-60 seconds
- Proper resolutions (9:16 or 1:1)
- Content provides either educational, motivational, or entertainment value
- Video is high-quality with good lighting and clear audio
- Proper usage of Crossrope
- Does not mention other brands
- Minimal mention of personal promo codes
- No inappropriate language, gestures, or visuals

## Submission Process

There are two ways to get posted:

Tag us as a collaborator on Instagram!



For flexibility for us to schedule the post, please e-mail the video to [danica@crossrope.com](mailto:danica@crossrope.com) and we will tag you as a collaborator on our end.

By following these guidelines, we can ensure that all content shared on Crossrope's Instagram is engaging, high-quality, and aligns with our brand values. Thank you for your collaboration and contribution to our community!