

How to Post & Tag us to be featured on Dovetail Workwear's Social Media!

You can share your store's content to be posted on the Dovetail Workwear FB and IG channels by...

1. Completing [the retailer social media support form](#)
2. Tagging our FB or IG page

How to tag our FB or IG page

1. When you share an Instagram post, on your own feed, that includes our products, please type @dovetailworkwear and #dovetailworkwear in the caption of your post.
2. If it is an action photo of women in Dovetail Workwear, include [#getdirtywithdovetail](#) in the caption.
3. In the post options, 'tag people' to tag us in the picture and appear on our tagged photos. Type @dovetailworkwear and select Dovetail Workwear from the drop-down options to tag us.
4. Under location, you can tag your store. If you have not already, [here's](#) how to set up your store location on IG and FB.

Differences between stories and feed posts *(add Brightwater post and Hardwear story examples of each)*

- Tagging us in a story will allow us to re-share within 24 hours.
- Tagging us in a feed post can be re-shared up to a month later, and will remain for some time.

How to tag your location on FB + IG

- [IG Stories](#)
- [IG Feed](#)
- [Facebook](#)

Do's and don'ts

- Do:
 - Create an eye-catching display of your Dovetail assortment, or compelling [#getdirtywithdovetail](#) picture (a woman in action wearing Dovetail Workwear)
 - Share a photo of our product at your storefront, to give viewers a visual feel for your location.
 - Tell us about your store's personality, events or fun goings-on at your location (maybe it's even an unboxing of our products in the stock room!)

- Don't:
 - Use swear words, religious associations and/or political conversation in posts that you would like shared.
 - Use excess text/gifs/stickers on IG stories