

Model of the Month Social Media Agreement

University Book Store's Responsibility:

- Photo shoot around campus about 2-3 weeks before the Month with Model – location depends on time of year, what's relevant, etc.
- Will choose at least 4 photos (at least 2 from each outfit) to provide to Model of the Month
- Provide a \$25 gift card with signed Social Media Agreement

Model of the Month's Responsibility:

- Post on social media at least 2 times on Instagram feed during **the assigned Month** (2 Instagram feed posts required; additional Instagram story and Facebook post optional)
- **RULES:**
 - Must tag us using the “Tag People” feature in each post (@universitybookstore on Instagram, University Book Store/@uwbookstore on Facebook)
 - Editing is not at all required or necessary, but we understand that some people prefer light edits on their social media posts
 - Any edits must be subtle & natural
 - Filters cannot be overly heavy, too dramatic, or drastically change colors of the image
 - Facetune/Photoshop won't be necessary – we'll edit lightly as necessary!
 - Captions must be appropriate & relevant – we'd be happy to provide examples
- We reserve the right to ask you to take down a post if it does not meet these requirements

I agree to the Model of the Month Social Media Agreement:

Printed name:

Signature:
