



REDMOND AGRICULTURE

SOCIAL MEDIA COLLABORATION GUIDE

GENERAL GUIDELINES

ALL CONTENT SHOULD INCLUDE:

1. A link to the product
2. Something you like about the product (no need to be salesy)
3. Your discount code

REDMOND BRANDING STYLE

The Redmond Agriculture family strives to be like a friendly, down to earth, and knowledgeable neighbor. One who is always willing to chat over the fence with a:

- Helpful piece of advice
- Kind bit of encouragement
- Entertaining anecdote
- Willingness to celebrate the fun and beauty of Ag life

COLLABORATION TIPS

- Be as creative as you want! You know your audience, so don't feel like you have to depart from your tone or feel. Posts, stories, and reels can and should be part of your normal day.

USE PRODUCT BRIEFS & LINKS

- Visit our media page and scroll down to "Product Briefs" for handy guides about the products you share and create collaborative content for.
- Use the keywords, links, and tags provided to optimize your content.

WE ARE HERE TO HELP

- Let us know if you have any questions, seasonal focus ideas, or if you would like access to any Redmond graphics or product images to assist you with your collaborative content.
- Contact Kendra Reeve

 Text: (435) 246-5881

 kendrar@redmondminerals.com

TAGS + TAGLINES

Feel free to use any Redmond taglines that fit your posts:

- Nature has it right™
- Crafted by farmers
- From the ground up
- Down to earth
- Nurturing the world's future
- Minerals that go to work, not to waste

#redmondagriculture

LINKS

- [Find a Redmond dealer near you](#)
- [Redmond website](#)
- [Become a Redmond affiliate](#)
- [Media page \(product briefs\)](#)
- [Redmond blogs](#)
- [Redmond Shopify](#)

INVOICES

ATTN: KENDRA REEVE

kendrar@redmondminerals.com

- Fill out W9 first so payment can be processed
- Simple and informal will do just fine
- Please include your contact info, agreed upon amount, and dates of posts

