



SOCIAL MEDIA POSTING RULES & GUIDELINES

Summary:

Social media guidelines should be shared ahead of production cycle and should be included in all Talent and Non-Talent (contestants, audience, etc) pre-pro materials.

- Additional reminder of topline guidelines should be highlighted on Production Call Sheets and in daily briefings.
- These guidelines pertain to on-set expectations. Once series/episode is dated, additional social media guidance will be shared specific to the promotional window (via PR/Comms/Talent Rep or Production company, depending on the series).
- These guidelines also apply to any studio-shot ITK show (e.g. The Kitchen) and digital series production, in addition to prime/competition series.

Guidelines:

- NO REAL TIME SOCIAL MEDIA POSTING IS PERMITTED on set during production without prior approval from network Press or Talent rep. Live video streams are strictly prohibited.
- Contestants, guests, visitors, clients and anyone not part of production are also not permitted to post to social media from set or capture any personal assets for future use from set.
- For Hosts, Judges and Celebrity Guests ONLY (aka TALENT) we encourage *banking* appropriate content during production for use during approved promotional window.
 - o This content is to be captured on their owned device ---Talent cannot use someone else's device, nor can they invite outside people to set for the purpose of capturing social media assets on their behalf.
 - o Talent should be mindful of appropriate guidelines when capturing their own banked content:
 - Avoid sharing exact location(s) of filming to protect integrity of production and security risks.
 - For competition shows, avoid revealing any spoilers (basket ingredients, challenge surprises, in-show editorial hooks) or any contestant scenes that would giveaway elimination details.
 - Posts should not be of content while actively filming- permission to capture is only during down time, behind-the-scenes, breaks/resets, etc.
 - Wherever possible, our production crew should have their identities protected; our crew members do not sign on to be on camera, and they should have their anonymity and privacy respected.
 - Banking fun BTS moments, first-person POV, GIFs, TikToks, short video clips are all great ways to supplement the formal show assets that Talent will receive during the promotional window for the series.
 - o We suggest an early approach to organizing what is personally captured on set (by day/episode), so when it comes time for the show to air, it will be easier to identify assets against episodic information shared from Network.