

external partners social + pr guidelines

topline

In the spirit of collaboration with our production partners, we ask for your cooperation regarding all aspects of Magnolia Network's promotional strategy. This guide is meant to be referenced by our producing partners and on-screen featured guests, not limited to: pilot and anthology series talent, experts, home and business owners, etc.

Most Magnolia Network shows are announced as part of our monthly slate release. **DO NOT** announce any aspect of filming/the show/the network until news is made public by the network. The promotional window for most of our series starts two weeks out from premiere. If you are interested in announcing/supporting your involvement, the best window is **48 hours leading into the episode appearance**. While you may post your own personal and related images on your social media accounts, **the network encourages you to amplify relevant network posts**, and if applicable, that of our Magnolia Network Storytellers.

The following shall require prior written approval from a network representative:

- (1) Any usage of Warner Bros. Discovery-owned IP, including but not limited to content (i.e., stills and video), any logos or marks, and other materials appearing on any WBD platforms (including linear networks, Max, and discovery+); and
- (2) Any reference to the show, Magnolia Network, or Warner Bros. Discovery in press releases, newsletters, media appearances and on third-party websites.

In the event such approval is granted, it shall be for promotional use only.

Detailed best practices follow to ensure network-related messaging remains consumer-friendly and consistent. Should you have any questions, please reach out to your **network programming executive** and the below contacts for additional guidance and review:

- **PR**
 - Taylor Griffin: Taylor.Griffin@WBD.com
- **Social**
 - Melissa Frost: Melissa.Frost@wbd.com

social media

- In most cases, **the network is unable to provide additional materials (photo and video assets) captured or created for the promotion of the show**. In rare cases of exception, written permission must be granted from the network and the network (not production companies) may be able to provide requested materials on a case-by-case basis.
- **If it's posted, it's public**. Please keep this in mind as you post.
- **DO** engage with fans: When a fan interacts with you, this is also a great opportunity to thank them for their support.
- **DO NOT** engage in negativity:
 - If someone reaches out to you with a negative comment that you can't/don't want to politely answer, ignore them. Don't hesitate to end interactions (block, unfollow, etc). Take the tact of being kind or be silent.
- Be mindful **not to reveal any major storylines** you have filmed (if you have ANY questions, please reach out to your producer). Do not share "secrets" from the show. Examples of things to avoid on your series include:
 - Behind-the-scenes glimpses are compelling for fans and can build positive buzz; however, giving away too much information can give viewers less incentive to tune in to see what happens.

- Showing extended progress on properties/reveals. These will be very valuable to your storylines.
- **Avoid including members of your crew;** you've signed up to be on the show but we are respectful they have not.
- **Be mindful of using location tags** for your safety and that of the crew.
- **Post responsibly.** Make sure what you post is publicly available information, factually correct, contextually relevant and falls within your area of expertise. Fans, media and others will place great weight on your posts and it is very common for a simple comment to turn into something bigger (for better or worse).
- **DO NOT** post, endorse nor share any products, companies or services in relation to your appearance that could violate terms of your contract/release.
- **Please tag Magnolia Network handles** [Facebook](#), [Twitter](#), [Instagram](#). Please use #ShowName as your show-specific hashtag, (ex: #RestorationRoad, #TheCabinChronicles, #InWithTheOld).
 - **Suggested Messaging:**
 - Watch #ShowTitle **DATE** at **TIME** on @MagnoliaNetwork on TV! #MagnoliaNetwork
 - Stream @MagnoliaNetwork's #ShowTitle on Max and @discoveryplus! @StreamOnMax #MagnoliaNetwork
- **For more business-related inquiries** (ways to watch, troubleshooting, etc.), feel free to direct family, friends and fans to Magnolia Network's FAQ page at magnolia.com/network or our @MagnoliaNetwork social handles. The network will provide best consumer-facing messaging when available.
- **DO NOT create specific social media accounts or websites tied to your show/appearance, nor create any graphics or assets that include show or network logos/marks.**

press inquiries / media relations

- **If you receive press inquiries** about your show, please forward them immediately to the network PR contact who will review the request and advise in advance of any involvement. If show-related materials are needed, Magnolia Network PR will service them directly to the outlet.
- **DO NOT** pursue your own press opportunities mentioning or related to your show/appearance without prior approval from the network PR contact.
- **If you wish to issue a press release**, this must also be reviewed and approved in writing by Magnolia Network PR in advance of circulation.
- **"As seen on Magnolia Network"** may be used on websites, newsletters and other forums, but usage of show logos and/or any other Warner Bros. Discovery logos/marks is not allowed unless granted prior written and explicit network approval.

confidentiality / rules of conduct

- **Company privileged and confidential information should never be shared** before making sure it has been publicly released. Please check with your network programming executive and PR contact.
- Disclosing any confidential information can negatively impact our business and result in government regulatory violations for the company, as well as violate terms of your release/contract.
- Examples of subjects that you **should NOT post** include, but are not limited to, terms of your contract; discussions on set; questions about premiere or next season; commenting on other Talent on or off of our networks; comments about other cast members, production or network personnel; sponsors; partners; services; integrations; distribution partners; editorial, etc.
- **Related social media content should not contain** any malicious, obscene, threatening, intimidating, harassing, defamatory, libelous or slanderous material.