

# talent social guidelines

## topline

We are open to you doing limited on-set posting as well as banking content to use closer to air. See below for tips and best practices to ensure we are aligned during this pre-premiere phase. As the brand and show strategy continue to evolve, we will have more to share closer to your show's launch. In the meantime, this will help you within the next few months.

- Once your show has been announced as part of the programming line-up, be aware that anything and everything you post (or have posted previously) will be up for scrutiny in the public eye. **If it's posted, it's public.** Please keep this in mind as you post!
- **DO NOT** announce any new aspect of show/filming/the network (# of episodes, additional network projects) on your social media accounts until you consult with network PR (Taylor Griffin).

## posting in real time from set

- 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.
- For the next few months, please **clear posts about the show with PR/Talent**– behind-the-scenes photos and video, commentary, etc. Feel free to confer with your production team before you send to ensure they have no concerns.
  - **PR**
    - Taylor Griffin: [Taylor\\_Griffin@discovery.com](mailto:Taylor_Griffin@discovery.com), (903) 574-3473
  - **Talent**
    - Hannah Vega: [Hannah\\_Vega@discovery.com](mailto:Hannah_Vega@discovery.com), (917) 239-9297
- Be mindful **not to reveal any major storylines** you have filmed (if you have ANY questions, please reach out to your producer). Your posts may generate media coverage or tip off our competition. Do not share "secrets" from the show unless this is specifically part of a previously agreed upon communication. Examples of things to avoid on your series include:
  - Being specific about being "back" in production; keep the timeline generic.
  - Citing location as state-by-state sensitivities are still new, ever-changing and being scrutinized by government, media and public. This also protects your safety and that of your crew.
  - Highlighting additional commentators/guests who will be featured in the series, we will hold until we introduce those players in later communications.
  - 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.
- **Avoid using location tags** for your safety and that of the crew.
- **Please tag Magnolia Network handles** (once posts are approved) [Facebook](#), [Twitter](#), [Instagram](#). Please use #ShowName as your show-specific hashtag, (ex: #RestorationRoad, #TheCabinChronicles, #InWithTheOld).
- **DO NOT** create specific social media accounts or websites tied to your show nor create any graphics or assets that include show or network logos/marks.

## banking social media from set

- **DO** take pictures/short videos/Boomerangs, etc. throughout the production window and save them for posting on social down the road. These are great for sharing in order to:
  - Have your unique POV on your series
  - Capture some more of the BTS content vs. what viewers see in show
  - Supplement the network-serviced assets
  - Act as #TBT-type look backs from when you shot vs. air

#### general guidelines as you engage and gain fans

- **DO** engage with fans: When a fan interacts with you, this is a great opportunity to thank them for being a fan and show them you appreciate them.
- **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).
  - Remember the relationship with the fan - you have a TV show and your followers do not, which means what you say has a lot of weight and is not an equal conversation. Take the tact of being kind or be silent.
  - This is relevant for your own platform engagement as well as the Magnolia Network accounts; if you see negativity we encourage you not to engage, defend or argue. If you see something you wish to bring to our attention, please feel you can do so.
- **DO** give a glimpse of your day-to-day life. Fans want to know about you and your life outside of your show. Feel free to post about things they might enjoy and that won't be a spoiler. Selectively share personal photos and generally things your fans might enjoy such as a photo of your pet or funny story about your life. Let your personality shine through! Balance that with your personal security.
- **DO NOT** give up personal information which includes address, email, photos of family, location, etc. Don't share anything you wouldn't feel comfortable posting on a permanent billboard.
- **DO NOT** post, endorse nor share any products, companies or services unless you are contracted to do so. There are a wide variety of sponsors, partners, products and services that make your show possible. Additionally, your contract may prohibit you from doing so without prior network approval.
- **For more business-related inquiries** (distribution, troubleshooting, etc.), feel free to direct fans to Magnolia Network's FAQ page at [magnolia.com/network/](https://magnolia.com/network/) or our @MagnoliaNetwork social handles.

#### keep confidential information private

- **Company privileged and confidential information should never be shared** before making sure it has been publicly released. Please check with your network PR and/or Talent Management 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 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.

#### press inquiries / privacy / rules of conduct

- **If you receive press inquiries** about your show, please forward them immediately to the network PR Contact who will review the request and advise.

- **Protect your privacy.** Do not disclose personal information about your whereabouts as you never know who is reading your posts. It is recommended that you turn off geolocation features by default and be very thoughtful in your use of other location-based services.
- **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).
- **Show respect.** Be respectful of everyone, especially those who disagree with you. If the conversation becomes disrespectful, stop interacting. This is especially important in these times of differing views on current events (e.g. Covid-19) and political timing (e.g. elections).
- **Social media content should not contain** any malicious, obscene, threatening, intimidating, harassing, defamatory, libelous or slanderous material (whether pertaining to Discovery or any other entity or individual).