

Themed Social Media Tool Kit Instructions

How to Use the Themed Social Media Tool Kit

This toolkit is designed to provide you with pre-approved, turnkey content you can use to recognize TD Insurance's support of a specific event or initiative. Feel free to use these posts to highlight the relationship with TD Insurance with messaging for a variety of needs such as recognition of Financial Sponsorship, Events and Conferences, Graduation and Homecoming, Donations, Draws and Contests, acknowledgment of multiple sponsors, and Live Posting.

Variable text, **displayed in red font**, within each post will allow you to customize the message to your specific needs.

Also included are approved hashtags which can be added to the specific themed post.

Themed Social Media Tool Kit Compliance Requirements

It is important to use all content without alteration as we have ensured the posts are in compliance with all legal requirements including, but not limited to, the Canadian Code of Advertising Standards, marketing and advertising laws, copyright and other intellectual property legislation, and art work release approvals. Any changes to the messaging copy without TD Insurance's prior consent and approval can put both of our organizations at risk.

TD Insurance Partner Marketing Representatives will be completing monthly audits and will ask that any non-compliant posts be updated or removed. We sincerely appreciate your understanding and cooperation in ensuring adherence to these requirements.

This content is approved for use until December 31st, 2020. Content will be updated again for 2021.

Reminders:

- **TD Insurance social content cannot be altered in any way and must be used as provided.**
- **When including images in your post, please ensure that the appropriate permissions are granted for the people and places within the image, and that it directly relates to the post.**
- **If any modifications to the provided content are required, please allow 7-10 business days for us to ensure we can fully support your request.**

Did You Know? When must "#ad" be included in a post?

- When directing the audience to the TD Insurance and partner landing page (www.tdinsurance.com/partnername)
- When posting about the audience's benefits from the program (i.e. Savings, preferred rates, discounts, benefits, etc.)
- When providing acquisition direction (i.e. "Get a quote", "Find out how much you can save", "Learn more", etc.)

TD Insurance Themed Social Media Content



Theme	Post	Hashtags
Financial Sponsorship	Grateful/Thankful for our affinity program partnership with @TD_Insurance, which helps support our (list activities).	<ul style="list-style-type: none"> • #sponsorship • #affinityprogram • #benefits • #greatpartnership • #thankyou
	Our affinity program partnership with @TD_Insurance helps fund a portion of our (list activities). #ThankYou for your support.	
	(Member type) have access to (events/conferences/programming or activities) thanks to our affinity program partner @TD_Insurance and their commitment to making a difference.	
Events, Conferences, Awards and AGM's Involvement	Thank you to affinity program partner @TD_Insurance, a proud sponsor of (event name(s)).	<ul style="list-style-type: none"> • #proudsponsor • #sponsorship • #(level)sponsor • #conference • #awards • #initiativesupport
	We are pleased that affinity program partner @TD_Insurance is our (level) sponsor for (event name). #ThankYou for your support.	
	Affinity program partner @TD_Insurance has been a valuable supporter for (#) years. We're pleased they are this year's (level) sponsor of the (event name).	
Graduation and Homecoming	Be sure to visit the @TD_Insurance booth at (event name) for more information about your alumni benefits thanks to our affinity program partnership.	<ul style="list-style-type: none"> • #graduation • #homecoming • #congratulations • #thankyou • #alumnibenefits • #tdinsurancebooth
	Congratulations to our ((Fall/spring) year) graduates. Visit the affinity program partner @TD_Insurance booth to learn more about some of your alumni benefits.	
	As we celebrate our graduates and this important milestone, we'd also like to thank affinity program partner @TD_Insurance for their support throughout the year.	
Donations	(Enter event message). Thank you affinity program partner @TD_Insurance for your generous donation to our (initiative)	<ul style="list-style-type: none"> • #donation • #generosity • #success • #scholarship • #gifts • #thankyou
	Thanks to affinity program partner @TD_Insurance for their special donation in support of (initiative). Your generosity will help us (reach our goal/other outcome).	
	Thanks to a generous donation by affinity program partner TD insurance, we're pleased to offer (#) scholarship(s) for (partner name/area of study) students. Learn more (and apply) by visiting... (enter URL for scholarship webpage).	
Draws and Contests	(Enter contest message). Thanks to affinity program partner @TD_Insurance for your generous donation to our (initiative)	<ul style="list-style-type: none"> • #donations • #affinityprogram • #winner • #entertowin • #generosity • #prize • #tickets
	(Enter contest message). Congratulations to (winner's name(s)), winner(s) of the (prize) generously donated by affinity program partner @TD_Insurance.	
	(Enter prize and contest details) This contest was made possible thanks to the support of our friends @TD_Insurance.	
Mass Partnership Tagging	(Enter general message). Thank you affinity program partners @TD_Insurance and (enter other partners) for your continued support.	<ul style="list-style-type: none"> • #affinitypartners • #affinityprogram

TD Insurance Themed Social Media Content



	<p>(Enter general message). A special thanks to (enter other partners) and affinity program partner @TD_Insurance for your continued support of our (member type).</p>	<ul style="list-style-type: none"> • #benefits • #proudpartners • #thankyou • #(eventname) • #support
<p>Tagging RM's in Posts and Live Tweeting</p>	<p>(Member type) have access to a variety of benefits from our affinity program partners. Thank you to @TD_Insurance and (enter other partners).</p>	<ul style="list-style-type: none"> • #affinitypartners • #affinityprogram • #proudpartners • #thankyou • #(eventname) • #support • #congratulations
	<p>Thanks to the @TD_Insurance Affinity Market Group team (tag accounts) for supporting the (event name). We had a great time celebrating with you!</p>	
	<p>(Enter message). Thanks to (guest name or tag account) from our affinity program partner @TD_Insurance for coming out to support (event name).</p>	
	<p>(Having/Had) a great time with our @TD_Insurance Affinity Market Group friends at (event name). Thanks for the invite and for sharing more about the terrific things you are doing!</p>	