

## SOCIAL MEDIA POSTING

Social Media! In 2016, PMT embarked on finally going public and we have been posting the results of our talent's work once released to the public and an occasional big booking. Our Instagram page is @palomamodelandtalent. To submit talent's success:

- 1) We love to post behind the scenes fun shots when we post your booking on our private Facebook page and sometimes on Instagram. Please email your fun shots to your agent when you work, and include them in #2 below when your work goes public.
- 2) The most streamlined way for us to post your content is to tag us on Instagram in your post so we can either repost on our feed or add to our stories. You can also email talent's name, job name, job date or job release date, and photos and/or links to: [publicity@palomamodelandtalent.com](mailto:publicity@palomamodelandtalent.com). We want to post the actual photos or video links from the work. If there is any related story, please include a short quote. The easiest formats for us to post on IG are either an existing Instagram post (preferred, especially from the company or network) or an actual SMALL video file or photos. Supporting links to websites hosting content are also helpful and appreciated and will more likely result in your content getting posted to our page.
- 3) Your email's subject line must be in the format: "Stage Name/Job Name/Job Date or Material Release Date." If your child's stage name differs from their legal name, please include their legal name in the body of your email. Examples:
  - a. Alysa Brennan/Real Agents of Hollywood/filmed October 2019
  - b. Paloma Jackson/Big Brother: Agent Edition/aired 1/6/20
  - c. Geri Sterling/Corgis Unite!/shot 10/10/19
- 4) The job date or job release date can be an exact date, or simply month and year.
- 5) Please review any non-disclosure agreements you have signed that may prevent you from releasing any information to the public. This may even include merely re-posting the work – you may be obligated to get permission in writing from production. You could be held liable for breaking any confidentiality clauses. Also keep in mind any usage arrangements you have with the photographer that shot your headshot(s); they may or may not have given you rights to use your photos publicly. Lastly, you must have permission from anyone else in any personal photos that you wish to use to publicly post their image.
- 6) Upon receipt of your email, you will receive the following auto reply: "By emailing your content to this email address, you are requesting public dissemination by Paloma Model & Talent of the information you have provided. You hereby acknowledge that no confidential information is provided herein, that you have the right to publicly use any content provided, and that you release Paloma Model & Talent, its owners, employees, and affiliates from any liability associated with the public dissemination of the content provided. Public posting will be at the discretion of Paloma Model & Talent. Please reply that you acknowledge the acceptance of these terms and include your name, talent's name, job name, and job date or material release date. Thank you!" The information you provide must match the information provided in your initial email's subject line.
- 7) We will try to accommodate all requests, but they will be censored for appropriateness and for fluidity of maintaining an exciting and current social media presence that exemplifies what Paloma Model & Talent is all about.