



## SOCIAL MEDIA PROTOCOL FOR BAR PARTNERS

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Here are some helpful tips when promoting UFC content on any social media platforms.

### Facebook & Twitter:

- Use the embedded Youtube link provided by your sales agency to post the event promo on your page
  - Avoid downloading any UFC video content and reuploading to your page
- Use the provided event artwork which is downloadable in the Style Guide

### Instagram:

- Use the provided event artwork which is downloadable in the Style Guide
- Do not upload any promo videos

***If by any chance your post has been flagged by Facebook, Instagram, or Twitter, please make sure to take the following steps to release the claim:***

- It is crucial that you do NOT delete the post that is being flagged for content. This makes it difficult for our teams to backtrack and release any claim set forth by the platforms.
- When given the option, be sure to appeal the claim and follow the steps taken by the platform to dispute the claim.
- Contact your respective contact at your sales agency and provide them with the Report ID (provided by the social media platform) & the title of video URL being reported