

Digital Brand Guidelines for Social Sharing

Maxi-Lift, Inc. welcomes collaboration with our partners and customers through social sharing and tagging. Helping our network of media partners, distributors and customers to grow their digital presence is important to achieving our own goals, and we value any opportunity to create a "win-win" for all of us. We ask that you respect these guidelines when sharing Maxi-Lift content:

CONTENT POLICY:

We ask that the Maxi-Lift, Inc. brand as well as our content not be shared in any social media post or video with messaging of a politically-charged nature. As a policy we do not publish content on political, religious, or social issues, and we ask that our content not be shared in these contexts.

USE OF ORIGINAL CONTENT:

Maxi-Lift's original content should be published "as is" and attributed to Maxi-Lift wherever it is shared online. Content such as photography, video, brochures and flyers, blog content, press releases, newsletters, and social posts may not be altered without express permission from Maxi-Lift. Specifically:

Images

- Images should NOT be edited to alter the appearance of a Maxi-Lift product, including design, colors, logo or fonts.
- Images should NOT be watermarked or otherwise labeled with a brand other than Maxi-Lift, except when co-branding is the explicit intent and approved by Maxi-Lift.
- Images MAY be resized proportionally to fit the intended platform as long as the product is not distorted or degraded in appearance.

Video

- Videos should NOT be edited to alter the length, content or branding original to the video.
- Videos should NOT be watermarked or otherwise labeled with a brand other than Maxi-Lift except when co-branding is the explicit intent and approved by Maxi-Lift.

Written Content

- Social posts, video descriptions, and blog posts should NOT be republished as original content without express permission from Maxi-Lift. Instead, we encourage you to use the social platform's sharing feature to repost Maxi-Lift's original content and ensure proper attribution.

ATTRIBUTION, SHARING AND TAGGING:

We ask that anyone who posts original Maxi-Lift content on their social channels include attribution to Maxi-Lift. The best way to do this is to share Maxi-Lift posts, images and videos using the social platform's "Share" feature rather than posting original Maxi-Lift content independently. This ensures proper attribution and avoids the appearance of claiming the content as your own.



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ATTRIBUTION, SHARING AND TAGGING (Cont.):

Content can also be attributed to Maxi-Lift by tagging our profile on the relevant social platform within the body of your post or description.

Ex:

This video was originally created by @maxiliftinc

Check out these tips from @maxiliftinc about maintaining your elevator belting

Bucket image by @maxiliftinc from their website: <https://maxilift.com/>

Depending on the social platform, we ask that you tag Maxi-Lift whenever posting original Maxi-Lift content for your audience. Here are our profile names by channel:

Facebook: @maxiliftinc

LinkedIn: @maxi-lift-inc

Twitter: @maxiliftinc

Instagram: @maxiliftinc

YouTube: @maxiliftinc

QUESTIONS OR LOOKING TO COLLABORATE?

If you have questions about sharing Maxi-Lift content, or if you want to collaborate with us on new original content that would benefit both of us, let's chat! Please contact us at info@maxilift.com.