**COLLABORATIVE INSTAGRAM POSTS**

**BRIEFING DOCUMENT:** MotorEx 22

**Collaborative Instagram Posts involve multiple parties working together to create, review, and share content. This has proved to be an effective way to increase reach, engagement, and brand awareness.**

Your **collaborative Instagram posts** will be pushed out on the following social platform:

**MOTOREX INSTAGRAM:** @meguiarsmotorex

**PLEASE COMPLETE THE FOLLOWING INFORMATION**

**VIA RETURN EMAIL TO:** trent@mediascrum.com.au

**SPONSOR SOCIAL MEDIA CONTACT:**

The contact details for your team member responsible for posting content on social channels.

**Name:**

**Email:**

**Mobile:**

**INSTAGRAM ACCOUNT DETAILS:**

Please confirm the INSTAGRAM account on which you’ll push out the collaborative posts:

**INSTAGRAM:**

**PLANNED POSTING DATES**

Please confirm the dates on which you’ll post the INSTAGRAM Posts on which you’d like us to collaborate below:

**POST DATES:**

**POSTING INSTRUCTIONS**

Please email the following person advising them that the ‘Invitation to Collaborate’ has been sent from either META or your preferred social media management tool (Eg. Hootsuite, Sendible, or SocialPilot) each time a new post invitation has been sent.

**Name:** Jack Rindfleish

**Mobile:** 0423 378 815

**Email:** jack@summernats.com.au   
**CC:** trent@mediascrum.com.au

**QUESTIONS**

**If you have any questions or need assistance, please contact:**

**TRENT DYBALL**

**E:** trent@mediascrum.com.au  
**M:** 0414 872 168