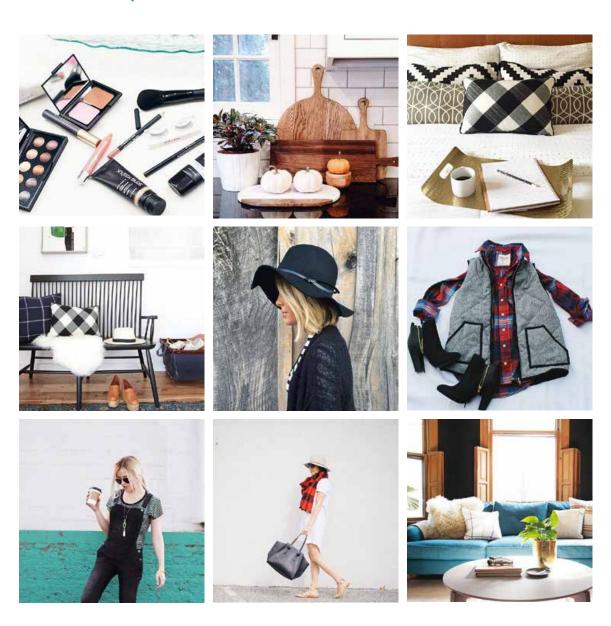


National Brand User Generated Content (UGC) Style Guide 2019

UGC Style Guide Considerations

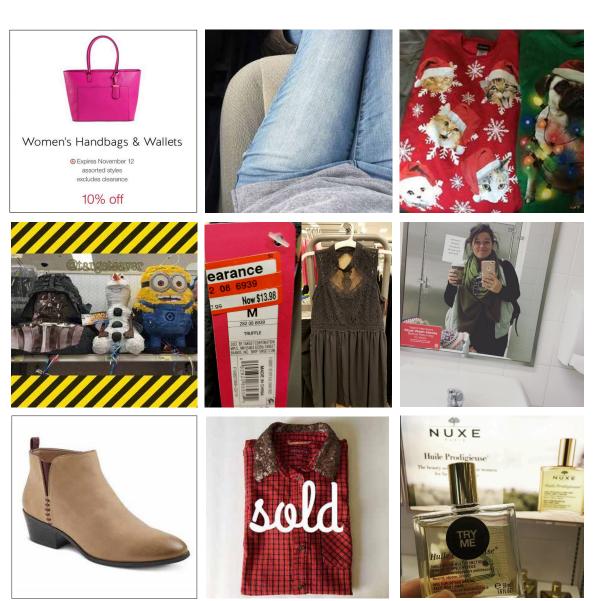




Photos should be:

- Bright, clean and crisp with pops of color
- Photographed at a good angle (straight on, 3/4th, or overhead) with product being the focus
- Mood is optimistic, cheerful and inspirational





Other creative considerations:

- Dull, dark or with unnecessary filters that make it hard to see the products
- A bad angle with product not being the clear focus
- Avoid text overlays
- No bathroom shots

UGC Rejection Considerations

Content that does not align with **Target Legal or Creative Brand Standards** will be rejected.

The following pages document each of the possible rejection reasons and provide examples for reference.

Content is not UGC / Not Authentic or Real

Some branded content will now be approved as long as it meets the below criteria, content that has been created for your brand IG account or social media channels. This does not include images that your brand has given photo credit to in post copy.

Unacceptable Brand Content is

- Product on background
- Studio photography









Acceptable Brand Content is

Lifestyle photography

Real / Authentic









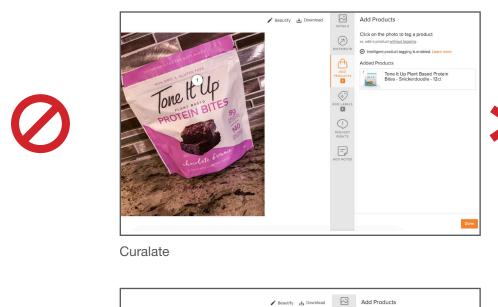


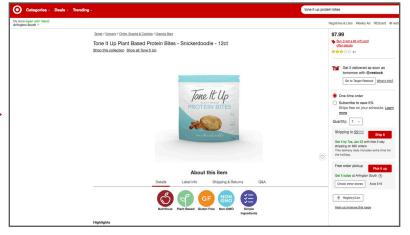


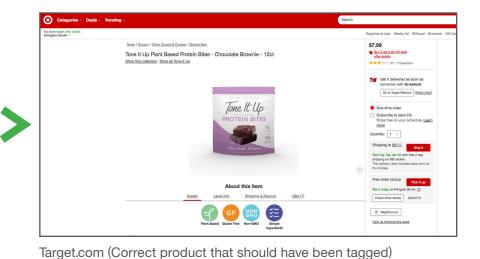


These examples are only to be used as a reference for the type of quality of images that will be considered acceptable. These images must be assets that you as a brand have captured for their IG account. It cannot be content that you are using on your accounts that you have obtained from others and give a photo courtesy reference to in copy

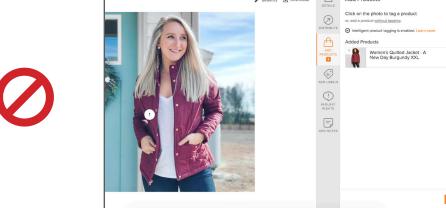
Incorrect Product Tagged

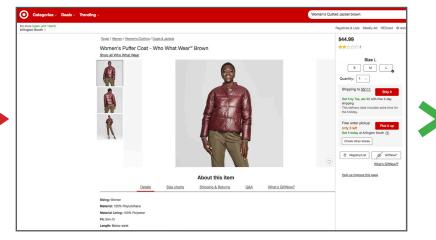






Target.com (Incorrect product tagged)



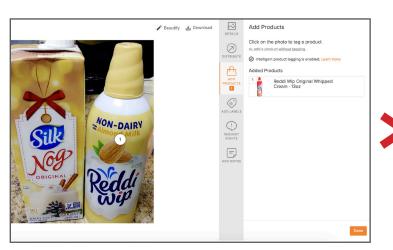


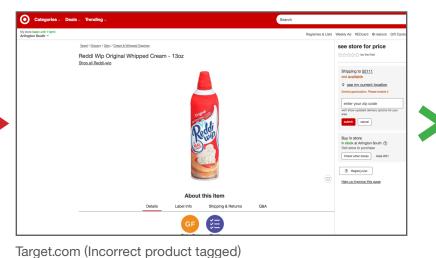
Color Burgares & Late: Weekly Ad PECCard © restocks Off Cord Advisors State of State Advisors Advis

Target.com (Correct product that should have been tagged)

Target.com (Incorrect product tagged)







Target.com (Correct product that should have been tagged)

Curalate

Curalate

The product posted by the guest and the product tagged should be exactly the same

UGC Not on Brand

Bathroom Clearance Alcohol Collage **Body Language**





No bathroom selfies or pictures of others taken in the bathroom



No suggestive body language



No reference to clearance in the image or post caption copy



No solo cups or images where alcohol is prominent and label on bottles is legible.











johnstonstyle Double tap IF you are finished decorating for Christmas! I'm running errands today and I came across this great sale of SAVE up to 50% OFF Holiday decor clearance items @target I'm hosting a Christmas party this weekend and I'm adding just a few more home decorations. 💝 🎄 To SHOP my outfit // go two posts back... #letsplanaparty #johnstonstyle #styling #interiordesign #holidaycheer #seasonaldecorating #oregonblogger #shopthesale



indybootcamp • Follow Indianapolis, Indiana

indybootcamp New kick ass A Christmas Story Molded Leg Lamp Glass that you can drink out of from Target! #achristmasstory #leglamp #leglamps #christmas #merrychristmas #glass #glasses #beerglass #beerglasses #beer #craftbeer #microbrewery #microbreweries #brewery #breweries #beersnob #beergeek #beernerd #beersnobs #beergeeks #beernerds #drink #drinkbeer #drinkcraftbeer #hops #hop #hopheads #hophead #ilovebeer #beerporn indycraftbrew Nice!!!



No borders





Home - Where products are supposed to be placed in bathroom as long as there isn't a person in the image as well





When a glass normally used for alcoholic beverages is shown, the non-alcoholic beverage inside it must be shown



Shows multiple use of item or styles



UGC Not on Brand

Religious



Nudity

Inappropriate Language

Text Overlay









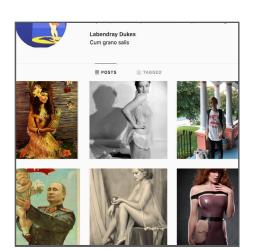












No nudity in images or in user profiles





UGC Not on Brand

Poor Quality Image



No Clear Product Focus



Not Great Product Shots



Not Intended Product Use













Not showing the product or item as it was intended (possible liability risk)

Other Rejection Reasons

Personal Identification Images

Post Copy

Too Many Competing Brands

Videos







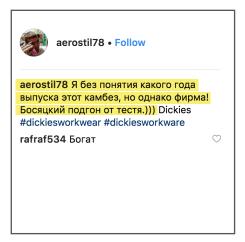








An image, post copy, or profile that provides identification information that could be used to track or locate a person. (See page 13 for more information)



Languages other than Spanish & English



Anything over 4 brands is too many brands



Other Rejection Reasons - Questionable User Rights Approval

Too Many People



Photo Courtesy

Photo Courtesy

Kids account







dad2summit • Follow

dad2summit A regram from Beau at

@lunchboxfamily, who knows that to be

an influencer, you need a fire in the belly.

You know how sometimes you just want

to curl up in front of the Christmas tree by

the warm, cozy fire in your favorite comfy

those things no matter where you are at!

sweater? This fashion statement from

@target actually accomplishes all of

😂 🎄 🔥 So whether you are outside











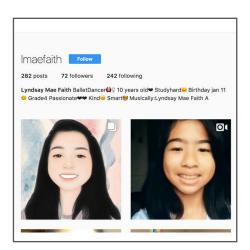
Only able to request usage rights of the IG user who posted the image, and we legally need permission from everyone pictured in the photo to use / feature





Watch for the camera icon, tagging of photographer in photo and @ mention of photographer credit in post caption copy





Legal guardian of kid(s) is questionable, user is not the photographer

Other UGC Style Guide Considerations

Baby & Safe Sleep Guidelines

- No toys, blankets or pillows in the crib
- No blankets draped over the side of crib, no bumbers used on the crib
- Nothing hanging on walls above the crib or changing table
- No crib in front of the window

























Other UGC Style Guide Considerations

Swimwear Guidelines

- No suggestive body language or posing
- No swimwear photos that are too sexy, body-focused, and poorly cropped
- No children in swimsuits
- Yes to tasteful images, show variety of body types / ages









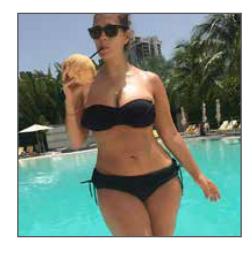
















Other UGC Style Guide Considerations

Be Mindful of Comments / Guest Profile:

- If Guest profile is not available, then do not tag
- Do not request usage rights for images that talk about Holidays that just happened; i.e. If the image/post is all about the 4th of July but the actual holiday was yesterday then do not request usage rights because the image shows up on our pages several days later.
- No guests advertising or selling their products
- No images that copy calls out "IN-Store only"
- No products shipped by guests (promoting their sales)
- If product can't be found, then don't approve
- No images that feature or reference "Elf on the Shelf"
- Specific guidelines pertain to Starbucks, & Apple Brands when featured in images please reach out for more specific info if applicable to your product content
- Profile and Profile feed images must also adhere to all guidelines and an image could be rejected due to any one
 of the reasons outlined in this document
- Personal Identification Information includes:
 - Name (first name only is OK)
 - Address
 - Date of Birth
 - Driver's License Number
 - Email Address
 - Income
 - Financial Account Numbers
 - Phone number
 - Physical/Mailing Address
 - SSN
 - License Plates
 - Street Signs (crossroads) etc
 - Name of Buildings that provide your pin-pointed location i.e.: Schools, Corporate or others that identify exact location