



Ambassador Program

Social Media Guideline



'26



Executive Summary

Welcome to the PRP 2026 Ambassador Program! We are so excited for you to be a part of the team!

As an ambassador for our brand, you play a crucial role in promoting our mission and values on social media. These Guidelines are designed to help you effectively represent our brand while maintaining consistency, professionalism, and of course having fun!

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PREPARED BY
PRP

PREPARED FOR
PRP Ambassadors

Ambassadorship Expectations

Brand Alignment:

- Ambassadors should align with PRPs values, mission, & products. Your social media content should reflect these principals.

Authenticity:

- Be yourself when representing our brand. Share your genuine experiences and opinions about our products and services.

Respect:

- Always show respect for your audience, fellow ambassadors, and the wider online community. Avoid engaging in negative or controversial discussions.

Transparency:

- Disclose your relationship with PRP when discussing our products or services.
 - Examples:
 - Putting PRP Ambassador or Team PRP in your bio.
 - Putting #PRPambassador or #TeamPRP in your captions.



Content Creation & Helpful Tips

Quality:

Create high-quality, visually appealing, & engaging content that aligns with PRPs brand aesthetics.

Helpful Tips:

- Shooting Video In Cinematic Mode.
- Taking Photos in Portrait Mode.
- Using a Still Image for your Reel Cover.
- Using Captions that will generate comments & engagement.



Creativity:

Feel free to showcase your creativity, but ensure your content is relevant to our Products & Services.

Helpful Tips:

- Look for trending Audios / Trends that could pertain to your content.

Frequency:

Share content regularly but avoid over-promotion. REMEMBER we chose you for you. Strike a balance between brand-related posts and your personal content.

Apps and Editing tools that are strongly recommended but not required:



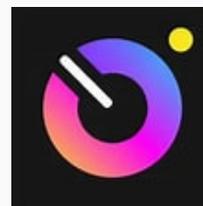
Canva



Photoshop



Final Cut



Lens Buddy



CapCut

Content Creation & Helpful Tips

Captions

The most effective captions are those that align with your brand's identity and the interests of your target audience. Over time, analyze the engagement and feedback you receive to refine your caption strategy for maximum impact.

Helpful Tools/Apps:

	<p>Versatile and user-friendly tool that helps people with various design needs create eye-catching visuals without the need for advanced graphic design skills. Its combination of features and customization options makes it a helpful resource for many different users.</p>
	<p>While Photoshop is a professional-grade tool with a steeper learning curve than simpler image editors, its capabilities make it an essential software for a wide range of creative professionals and hobbyists in fields like graphic design, photography, and digital art.</p>
	<p>Its user-friendly interface, professional-grade features, and integration with Apple's ecosystem make it a popular choice in the video editing industry. It offers a wide range of features and capabilities that make it helpful for video editors and filmmakers.</p>
	<p>A simple yet powerful timer camera app that will take pictures of you, or anything without the need to press buttons or even hold the device. Just set your desired time interval between the shots and let the camera roll!</p>
	<p>Helpful for individuals who want to edit videos on their mobile devices without the complexity of professional video editing software. It's ideal for creating content for social media platforms, vlogs, and personal video projects.</p>

Content Creation & Helpful Tips

Portrait (Photo) /Cinematic (Video) Mode

Professional-Looking Photos, Subject Isolation, Enhanced Background Blur, Depth & Dimension, Low-Light Performance, Stage Lighting Effects, Post-Processing Flexibility.



Reel Cover Photo

Attracts Attention, Content Preview, Branding, Storytelling, Context, Visual Appeal

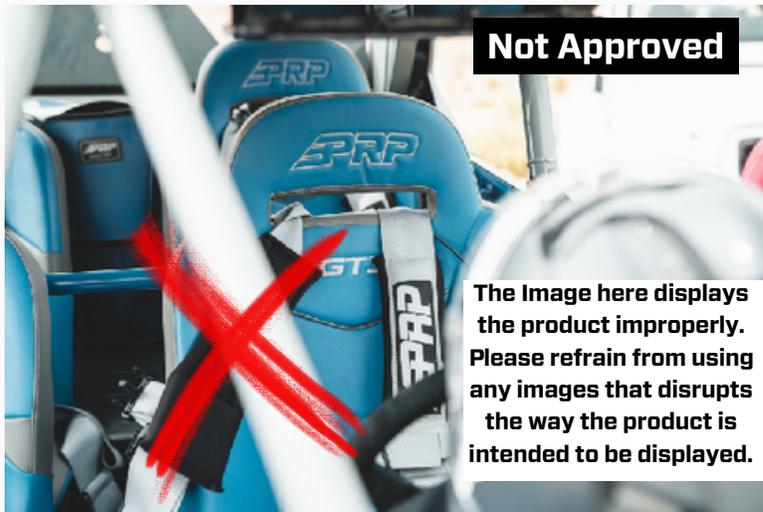
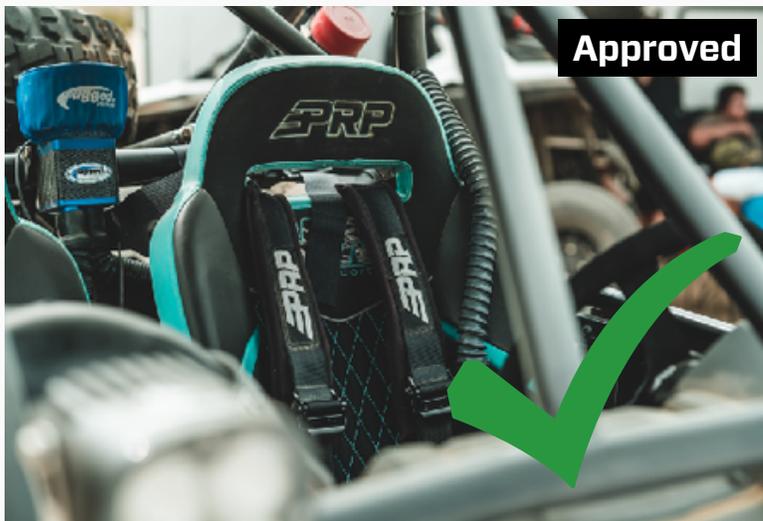


Brand Guidelines

Brand Visuals

Properly displaying your company logo on social media is a fundamental aspect of branding and online marketing. It plays a crucial role in brand recognition, credibility, consistency, and engagement, and helps establish your company as a trustworthy and professional entity in the online space.

Images



For all PRP approved logos, please refer to our [APPROVED LOGOS](#) Folder

Messaging:

- **Accuracy**
 - **Ensure that Information you provide about our products, services, & promotions is accurate & up-to-date.**
- **Consistency**
 - **Use approved brand messaging & tagline when applicable to maintain consistency.**
 - **These taglines will change throughout the year, and you will be notified of which taglines to use, However #PRPseats is always allowed.**
- **Product Feedback**
 - **Share honest feedback with our team for continuous improvement but avoid making disparaging comments on public posts & forums.**

Interactions:

- **Engagement**
 - **Interact with your audience and respond to comments and messages in a friendly and professional manner.**
- **Crisis Management**
 - **In case of negative comments or customer concerns, promptly report them to our team and avoid engaging in online disputes.**

Confidentiality:

- **Protect Information**

DO NOT share sensitive or confidential company information, trade secrets, or unreleased products.

- **Ex**
 - **We send you photos for an upcoming collab that we are announcing on a Friday, and you post about it on a Wednesday.**

Legal Compliance:

Privacy & Data Protection

- **Adhere to privacy laws and respect user data. Never share personal or confidential information without consent.**

Copyright

- **Respect copyright and intellectual property rights. Always give credit when using others' content.**

Violations

- **If you encounter any violations of these guidelines, promptly report them to our ambassador program manager.**

2026

Social Media Reward Program

Expect to submit original, user generated content and receive higher rewards value for video content like Instagram Reels and TikTok's as opposed to the reposting of static images on Story or Feed.

Depending on the 2025 Ambassador tier you have been approved for, eligibility requirements are **2** original posts per month. This rewards program is an **additional** opportunity to promote PRP products on your platform and earn credits. Reward credits are calculated and recorded **monthly** to be applied towards future PRP purchases during the 2025 Rewards Program dates.



Submissions of completion **must** be submitted on the [Ambassador Portal](#).

Social Media Reward Program

How To Earn Credits

1. Installation Video of PRP Seats Product - Seats, Harnesses & Wheels

- **\$100 Credit for video of the installation process.**
- **MUST review and discuss the customizability, the look & feel / fit & finish & comfortability over stock product.**
- **Limited to 2 per influencer in 2024 Calendar year.**

Example of an Installation
Video



2. Tik-Tok or Reels Video

- **\$60 credit per post of a PRP specific product feature TikTok or Reel. (MUST be able to continuously see PRP logo for credit)**
- **Get an additional \$40 if we request to use the video on our social media (\$20 for photo / “photo dump” if we request to feature).**

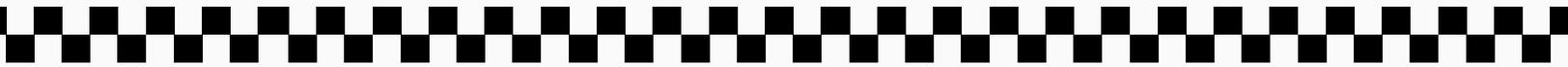
Example of an Reel



3. Additional Posting Opportunities

- **New Product Launches**
 - **Throughout the year we send out e-mails for New Product Releases as opportunities to extra credit. Opportunities are defined individually and will be outlined each time.**
- **Announcements**
 - **Influencer can earn \$20 credit for posting original content regarding special news on one registered social media account.**
 - **Influencer can redeem up to 10 posts per calendar year.**
 - **Examples:**
 - **A. Black Friday Promotion**
 - **B. New Apparel Launches**
 - **C. Special Sales**
 - **D. New Product Releases**

Social Media Reward Program



Credit Breakdown

Required	Photo Post Reel / Tik Tok	Any PRP product(s)	Min. 2x/Mo	
PRP Product Review	Post Reel / TikTok	Any PRP product(s)	\$20 (Limited to 5)	
Installs	Reel / TikTok	Seats Harnesses, Steering Wheels Seat Covers	\$50 (Limited to 2)	
User Generated Content	Reel / TikTok	Specific Product Feature	\$30 (Limited to 5)	
Releases/Sales	Story Post Reel / Tik Tok	Product Launches, News	\$20 (Limited to 10)	

Get an additional \$40 if we request to use a video on our social media & \$20 for photo / “photo dump” if we request to feature.

Limit Amount = \$500

Thank you!

Thank you for taking the time to read this Social Guideline. Your dedication and support means a lot to us. By following these guidelines, you will help us maintain a positive and authentic online presence while showcasing our brand effectively. If you have any questions or would like to discuss further, please don't hesitate to reach out to us.

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