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Social Media Marketing Policy

1. Purpose

This Social Media Marketing Policy outlines the expectations and requirements for affiliates using social media platforms to promote CAKE.com's products. It aims to ensure that all promotional activities align with CAKE.com's brand values and comply with legal and ethical standards.

2. Platform Compliance

Affiliates must adhere to the policies and guidelines of each social media platform used for promotion. This includes compliance with platform-specific advertising rules, community standards, and any applicable laws governing social media marketing. Affiliates should stay updated on changes to platform policies to ensure ongoing compliance.

3. Content Guidelines

- **Accuracy:** All social media content must accurately represent CAKE.com's products and services. Affiliates must avoid making false or misleading claims and ensure that all information shared is truthful and verifiable. If you have any doubts about your content, please contact the Affiliate Manager and submit your draft for review.
- **Disclosure:** Affiliates must clearly disclose their affiliate relationship with CAKE.com in all social media posts and advertisements. This includes using hashtags such as #ad or #affiliate to inform audiences of the nature of the promotion, fostering transparency and trust.
- **Brand Alignment:** Affiliates must adhere to [CAKE.com's Brand Guidelines](#), including appropriate use of logos, imagery, and messaging. Any deviations from these guidelines require prior approval to maintain brand consistency.

4. Engagement and Interaction

Affiliates are encouraged to engage with their audience in a professional and respectful manner. This includes responding to comments and messages promptly and positively. Any interactions should reflect the values and professionalism of CAKE.com's brand, contributing to a positive online presence.

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5. Reporting and Dispute Resolution

Affiliates must report any issues or concerns related to social media marketing to CAKE.com in a timely manner. This includes reporting negative feedback, brand reputation concerns, or any compliance issues. CAKE.com will provide guidance and support to address these matters effectively.

6. Performance Monitoring

Affiliates are encouraged to monitor the performance of their social media campaigns regularly. Assessing engagement levels, reach, and conversion metrics can help optimize their promotional strategies and align with CAKE.com's marketing goals.

7. Data Protection

When handling personal data, affiliates must comply with relevant privacy laws. This includes obtaining consent from individuals before using their data and implementing measures to ensure its security. Following these practices not only protects consumers' privacy but also helps maintain trust and avoid legal issues.

8. Guideline Updates

CAKE.com may update these guidelines periodically to reflect changes in best practices, legal requirements, or business objectives. Whenever updates are made, we will notify all affiliates to ensure they are aware of any modifications. Continued participation in the affiliate program signifies acceptance of these changes, so affiliates should regularly review the guidelines to remain compliant and informed.

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