

'Stress Free Exams' Campaign – Content Creation Guidelines

About the 'Stress Free Exams' campaign

Over the last few years, there has been growing focus on the ever increasing pressure on students especially at exam time and the role that educators, families and society play. A National Council for Educational Research and Training (NCERT) survey released in September 2022 said, 'About 80 percent of students in grades 9-12 suffer from anxiety due to exams and results.'

In light of this, Meta and the National Commission for Protection of Child Rights (NCPDR) are collaborating to launch a campaign called, '**Stress Free Exams**' on how students can manage their stress ahead of the approaching year-end exams. The launch of the campaign was held on Monday, 12th February 2024 at the India Habitat Center, New Delhi.

Taking inspiration from NCPDR's initiative, 'Pariksha Parv' and Meta's [handbook](#) on managing exam stress, we have the following tips for students: –

1. Streamline your daily routine and ensure that you get a good sleep before your exam.
2. Set realistic and timely targets to achieve goals.
3. Make decisions in line with confidence and courage. Don't doubt yourself.
4. Try to incorporate interesting ways of studying into your schedule to relieve stress (such as videos, flow charts, flash cards, diagrams, etc.)
5. Follow a reward system wherein you can reward yourself on completing a scheduled study session by taking a break and eating/listening/doing what you like.
6. Prioritise physical activity for better concentration.
7. Set the right environment for your studies. Make sure your study space is free of clutter.
8. Revise but no need to cram before the exam.
9. Relax, stretch and have fun after the exam is over! Resume studying when you feel right.

Using the tips given above for managing exam stress you can create engaging content that resonates with the campaign's objectives.

Guidelines for creating reels

You are required to share **1 reel** about the campaign, 'Stress Free Exams', using the tips given above, resources and support services which will be provided to students, parents and teachers over the course of the next one month.

You can choose to create either of these reels –

Creative reel: Create a reel in your own creative language and POV to represent the journey of going through exams and managing stress. The reel should focus more on solutioning and tips to manage stress which you can pick up from the list above (you can do 1-2 tips or even make a listicle with a bunch of them). Please feel free to come up with your personal, positive and inspirational ways of treating the reel.

Face-to-camera reel: Share your own experience as a student and offer the tips mentioned above as ways to combat stress. An authentic story/ experience will resonate more with the audiences and hearing words of encouragement from you will make these tips more real and relatable.

Caption to be used:

"Hey everyone, I am super excited to be a part of the #StressFreeExams campaign, presented by @metaindia, in partnership with @ncpcr_. We all know how stressful exams can be, and with the year end exams approaching, we're here to share some incredible tips to make this exam season a lot smoother. Remember, you're not alone in this journey. Share your experiences using #StressFreeExams and let's manage this stress together! @joshtalkslive"

Guidelines for creating threads

You are required to share **2 threads** to effectively communicate the relevance of the Stress Free Exams campaign. You can take insights from the caption below:

"Hey everyone, I am super excited to be a part of the #StressFreeExams campaign, presented by @metaindia, in partnership with @ncpcr_. We all know how stressful exams can be, and with the year end exams approaching, we're here to share some incredible tips to make this exam season a lot smoother. Remember, you're not alone in this journey. Share your experiences using #StressFreeExams and let's manage this stress together! @joshtalkslive."

Check out Meta's handbook on managing exam stress for more details: <https://bit.ly/StressFreeExamsGuide>

Guidelines for sharing stories

You are required to share **2 stories** on your Instagram handle, covering the campaign. These stories should capture the essence of the initiative as well as key moments of the launch event through polls and announcements linking to Meta's handbook on managing exam stress available here: <https://bit.ly/StressFreeExamsGuide>

Important Do's and Don'ts

Do's:

1. Ensure that your reel has the following **frame as an intro or outro**: [Link](#)
2. Ensure your story has a call to action to Meta's handbook on managing exam stress: <https://bit.ly/StressFreeExamsGuide>
3. Include official campaign **hashtags** #StressFreeExams and #ParikshaParv to maximise campaign visibility.
4. **Tag** @metaindia, @ncpcr_ and @joshtalkslive.
5. Add the label for '**Paid Partnership with Meta**'.
6. Once you have recorded the reel, please share the final version/concept for **approval by Meta**.
7. Ensure your reel promotes a positive and supportive atmosphere and has uplifting messages of encouragement for students facing exams.
8. Acknowledge the importance of raising awareness about how students can manage stress during exams.

Don'ts:

1. Don't use the term 'mental health' in your caption or reel. Instead, use 'managing exam stress'.
2. Don't involve controversial, political or sensitive topics in your content. Stay focused on the campaign's theme of stress-free exams.
3. Don't share unverified information or tips without proper research. Ensure that the advice you provide is accurate and comes from credible sources.
4. Don't forget to consider accessibility when creating visuals or content. Ensure that your content is inclusive and can be understood by a diverse audience.
5. Don't use offensive language, images, or symbols in your content. Maintain a respectful and inclusive approach to cater to a broad audience.

Remember, your reels have the power to make a positive impact on the lives of students, parents and teachers who are dealing with anxiety and stress that comes with exams.

Content Guidelines and Restrictions

Ensure at all times that Deliverables follow and abide by any and all content creation guidelines communicated by Josh Talks and Meta verbally or in writing, and as specified in this document. This shall include but not be limited to Meta Social Media Agency Guidelines, as set forth in Attachment A, Meta Influencer Guidelines and Requirements, as set forth in Attachment B, and Meta's Branded Content Policies available at <https://www.facebook.com/policies/brandedcontent/> and <https://business.instagram.com/a/brandedcontentexpansion>.

Attachment A Meta Social Media Agency Guidelines

These Guidelines establish the principles for the personal use or business use of social media by Meta Influencers and agencies. Such "use" of social media, includes, but is not limited to: instances when you publish (post), create, contribute, participate in, and/or upload content. Content includes text (including blogs and tweets), (hyper)links, data, logos, audio, photos, and/or video on a (mobile) internet medium such as websites, weblogs (blogs), forums, social networking services (including, for example: LinkedIn, Meta, Twitter, YouTube, TikTok, Pinterest, Instagram, Snapchat, WeChat, and Weibo), and wikis.

a) Social Media Principles

Meta uses social media as an important tool for communications and outreach. Meta postings, including those through the official company social media channels, are coordinated through the Meta Digital Marketing division. Official postings on Meta social media channels are permitted only by marketing staff, agencies, or other employees who have been approved.

When considering social media and/or promotions activities related to Meta, or our products or services, first set up a meeting with your Meta marketing contact, who will coordinate with Meta Legal, and must Approve the campaign and all program elements prior to its start. If you are directed or authorized to do so, you must stay within the scope of what is authorized and provide such reporting to your Meta marketing contact, as directed. **"Approved or Approval"** means Meta's prior approval in writing. Without limitation, the following are subject to Approval:

Platforms and Venues:

All social media platforms (including, for example, YouTube, Meta, LinkedIn, TikTok, Instagram, Snapchat, and Twitter) for a given social media effort must first be vetted and Approved by Meta Legal because all contracts -- including platform terms of use -- must be reviewed and some platforms and activities are deemed inappropriate by Meta for legal and risk management reasons. This is to ensure that, among other things, we don't agree to platform terms that are inconsistent with our intended use (e.g., some platforms prohibit commercial use).

In addition to social media platforms, all other venues (e.g., shopping malls, talk shows, etc.) must be Approved by your Meta marketing contact.

Content:

Except to the extent Approved by Meta in a specific campaign plan, to ensure intellectual property rights, as well as various other legal issues are properly evaluated, Meta Legal needs to Approve ALL content before it is displayed or distributed, including, but not limited to:

- Copy (e.g., status updates, tweets, posts, responses to other’s posts, and flyers and posters for use in physical venues);
- Images;
- Videos;
- Links (e.g., a hyperlink to a third part site or app);
- User-generated content (UGC) solicitations / programs;
- Custom or curated content (from other sources); and
- Software applications and widgets on display/distribution.
- Influencers

b) Stay Compliant – Follow Applicable Laws, Rules, & Regulations

A summary of the most important and relevant laws that you are required to follow are as follows:

- Advertising/Marketing:
- Federal and state laws require advertising and marketing to comply with certain regulations, including the prohibition of unfair or deceptive advertising in any medium, including social media.
- You must be truthful and not deceptive or misleading:
- Be clear about what is included and what is not included in a product.
- Accurately depict the product performance in a way that can be duplicated.
- You must have evidence to back up your claims:
- You may not make unsubstantiated objective claims.
- You may not promise unsubstantiated benefits.
- Special Considerations for Influencer Campaigns:

FTC’S ENDORSEMENT AND TESTIMONIAL GUIDELINES – The FTC has enacted the Guides Concerning the Use of Endorsements and Testimonials in Advertising (“**Endorsement and Testimonial Guides**”), located at www.ftc.gov/bcp/guides/endorse.htm. You must comply with the Endorsement and Testimonial Guides, and all other applicable laws and regulations for all messages made on behalf of Meta which a consumer is likely to believe reflects the opinions, beliefs, findings or experience of a party other than Meta (i.e., that of the speaker) where Meta can be deemed to essentially be the sponsor of the speaker’s statements or activity. For more information, watch the FTC’s video guidance on how to comply with the Endorsement and Testimonial Guides: <https://www.ftc.gov/tips-advice/business-center/advertising-and-marketing/endorsements%2C-influencers%2C-and-reviews> and follow the guidance at <https://www.ftc.gov/tips-advice/business-center/guidance/ftcs-endorsement-guides-what-people-are-asking>. Accordingly, when creating or publishing an Meta sponsored message, you must always:

Disclose your relationship to Meta. Clearly and conspicuously disclose that you have a connection with Meta (e.g., employee, contractor, work for a vendor, given product to review) and, if applicable, that Meta has provided you (or your employer, as applicable) with something of value (e.g., payment or discounts or free product to review and keep from time to time). This must be disclosed unless a consumer would obviously know you are acting on behalf of Meta (e.g., Meta television commercial spots). You must make these disclosures whether you are providing Meta publicity orally or in writing. For certain online media venues, like Twitter, you can use short-form disclosures such as “PAID” and “ADVERTISEMENT.”

Any persons that receive free products, services, or anything of value (including an entry into a sweepstakes or contest), should also disclose the fact when communicating about Meta products. An example of such a disclosure: “I receive monetary compensation [and insert free product/services] from Meta in exchange of my endorsement of Meta.”

c) Transparency and Disclosure

These Guidelines require transparency and disclosure about an influencer’s or marketer’s relationship to Meta in social media posts and profiles when discussing topics related to the Meta or industry.

Do's:

- Be open about the fact that you're an influencer and not an official company spokesperson.
- If you publish work-related content or commentary to any personal social media or website, state that the views expressed in your postings, etc. are your own.
- Use a disclaimer such as: "The views expressed in this post are mine and do not necessarily reflect the views of Meta" in blog posts (if you have a personal blog or contribute to a blog or publisher site), or indicate that you are an influencer of Meta in social posts.
- It is important to be transparent when discussing Meta-related information on social media. Be sure to clearly conspicuously disclose your real name and identify and, if applicable, that you are an influencer or marketer for Meta, you have received compensation and/or product and/or other incentive items from Meta (as applicable) proximate to any mention by you of Meta or Meta's products and services.
- Any statements made by you on behalf of Meta must accurately reflect your honest, current opinions and, based on your personal experience.

Don'ts:

- Do not include Meta in your profile name/handle for any social media, blog or forum account.
- Example of what NOT to do: MetaPartner
- Do not use any Meta company logos or trademarks in your profile images/avatars, albums, or any posts unless directly requested and Approved by Meta marketing.
- Do not set up any accounts on behalf of the company related to the brand, product, events, etc. This includes Meta pages and profiles, blogs, Twitter, Pinterest, and/or any other social media platform or website.
- Do not use pseudonyms or pretend to be someone else. Accurately identify yourself on the social media platform or in the online communication by stating your name and role at, or relationship to, Meta when you discuss Meta-related matters. Never post anonymously or use a misleading pseudonym if mentioning Meta -related matters on behalf of Meta.
- Do not engage in covert or deceptive marketing or public relations on behalf of or related to Meta (e.g., pretending to be a satisfied customer). Street team members must identify themselves as Meta brand ambassadors or other similar identifier (could be verbal or through wearing Meta -branded clothing or name badges) and celebrity/athlete spokespersons must mention their connection to Meta when mentioning us or our products or services.
- Facts and claims about Meta products must be true and have substantiation and should be Approved in advance by Meta. Do not make any false, misleading or deceptive statements. Do not make any product performance or attribute claims about Meta products or services or cite facts unless we have specifically instructed you to and then stick to only the Approved language. Otherwise, you should ensure you are only expressing your thoughts and opinions. We want you to express opinions, and not make price or other product claims for which a factual basis would need to exist for accuracy. Only Meta can make claims, promises or statements on behalf of Meta. Understand that if a Meta Marketer sends a third party Meta products, etc. for review, or otherwise engages consumers to express their opinions, the recipient must be free to write a positive, negative or a neutral comment.

d) Privacy and Security

Social media should be used to build relationships online, but you should be aware that there is certain Meta information that shouldn't be made public. Privacy and security are of utmost concern when it comes to the company and customers.

Do's:

- Share Meta approved content from the Meta site and other social media sites (remember to adhere to disclosure guidelines above).
- Remove the post if you share information that you come to find isn't true.
- Comply with each social media platform's privacy policy as well as privacy policies developed by Meta, which include disclosure requirements regarding the collection, use and sharing of the visitor's personal information, and well as the duty to safeguard that information.
- Protect the security of any personal information collected (if Meta Approves your collection of personal information from consumers) and comply with required notice obligations if security is compromised (bring any issues to Meta's immediate attention).

Don'ts:

- Don't distribute or share financial information, trade secrets, internal reports, policies, procedures or other private and confidential info.
- Do not publish, post, or release information that hasn't been announced publicly, is considered confidential, or is for internal use only. If it seems confidential, it probably is. Keep in mind that online "conversations" are never private.
- Ex: Do not release information about a campaign or new product before it's been officially announced.
- Do not give out or transmit personal information of any Meta employee or contact you work with.
- Do not post photos or videos online that could associate Meta with questionable substances (i.e., alcohol and illegal drugs).
- Do not post or tag photos or videos of any Meta business contact without their Approval.
- Do not respond to inquiries on behalf of Meta unless authorized to do so in writing.
- Do not upload, share, or reshare Meta intellectual property, such as its brands, trademarks, drawings, designs (of products, packaging, advertising, and promotion materials), photos, audio and video content, slogans, advertising, commercials, and trade secrets (including information and data about products, development and manufacturing processes and methodologies, other strategic business, and financial data) with the outside world without Approval from Meta.
- Do not collect personally identifiable information (e.g., email address, home address, full name) online from any consumer without obtaining Approval from your Meta business contact.

e) Rules for Engagement

Social interactions include any activity you take in communicating with others or posting/sharing information online.

Do's:

- Maintain a global state of mind. What you say can be seen by customers and Influencers all over the world and may be offensive or wrong.
- Write and post only about your areas of expertise within Meta's products. If you are not the authority on the subject, direct your audience to the person who is.
- Route false statements or remarks you see on social media to your contact at Meta.
- Be truthful and provide only correct information in accordance with these Guidelines.
- Be positive and constructive, participating to assist people, to improve their knowledge about Meta, its employees, its products, brands, image and values, and to build a true community.
- Respect Platform and Venue Rules: Follow the terms and conditions of use, and any other applicable rules, that have been established by each platform and venue used. For example, Snapchat, YouTube, Meta, Instagram and Twitter, and practically all other social media venues, each have their own terms of use, which govern the terms and conditions under which the venue may be used for both commercial and non-commercial purposes by third parties and you must comply with all platform terms and privacy notices.
- Report What You Observe: In addition to whatever reporting obligations Meta has required when Approval was given, bring inaccurate, negative or other inappropriate posts (if in doubt, report), and posts relating to product safety issues, to the attention of your Meta contact but do not respond without Approval of your Meta contact.
- Take Action: If you see any of the following in connection with Meta content or social media or promotion activities, act as follows:

Product or User Safety. Immediately bring to the attention of your Meta contact all information that might suggest a Meta product safety issue or allegation. Make and provide your Meta contact copies of all posts and other relevant materials.

Pornography or References to Illegal Activities. Immediately make copies of the materials and note surrounding details such as location, and: (i) remove/disable the content if you have the ability to do so; (ii) report it to the venue operator if you cannot remove or disable the content; and (iii) report it to your Meta contact. There may be legal reporting obligations to law enforcement Meta Legal will need to manage.

Inappropriate Content. Provide details to your Meta contact within one (1) Business Day, but take no other action and do not reply.

Criticism of Meta. Provide details to your Meta contact within one (1) Business Day, but take no other action and do not reply.

Customer Service inquiries or comments (e.g., complaints about products or services that do not rise to safety issues). Provide details to your Meta contact within one (1) Business Day, but take no other action and do not reply.

- **Act in a Polite and Respectful Manner:** Respect your audience at all times. Do not use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be consistent with Meta's family friendly image. Our representatives should always show proper consideration for others and avoid topics that may be considered inflammatory, such as politics and religion

Don'ts:

- Do not answer questions about Meta from the media. All questions should be directed to the Meta Corporate Communications Department.
- Do not answer or respond to complaints around the product or brand on social media. These should be monitored and escalated to the Meta Corporate Communications Department.
- Do not check-in using location-based services anywhere that would disclose non-public information.
- Do not share spam and remarks via email or on social networks that is untrue or offensive to others (personal attacks) and/or Meta, its brands, its products, its values, its employees and users.
- Do not solicit or collect personal information (e.g., e-mail, mobile number, full name, address, etc.) from consumers, send e-mails, instant messages or text messages to people, conduct sweepstakes, contests, coupon, giveaways or refer-a-friend campaigns, or make product offers or claims, without the Approval of your Meta contact (who will consult with Meta Legal). There are complex laws regarding how to do this, which, if disregarded, could expose you and Meta to potential liability.

f) Acting as a Brand Ambassador

We appreciate that our Influencers and agencies are often the best brand ambassadors on social media. While you are not authorized to speak on behalf of the brand, we do encourage you to share positive stories about Meta via personal or your company social media accounts, keeping in mind the disclosure obligations above and these Guidelines.

- **Only Post Content Approved or Otherwise Clear For Use:** In most cases, Meta will provide you with Approved content to use that it has cleared to ensure the proper permissions in order to display or distribute the names, trademarks, logos, images, photographs, videos, music, artwork, writings, text and all other materials of third parties. Part of respecting the intellectual property rights of third parties is confirming that Meta has the rights to use all assets that posted on any social media platforms before you post them. Accordingly, if Meta has Approved you to display or distribute content that has not been specifically provided or Approved by Meta, you must ensure that such use of the content does not infringe any third party rights. Please feel free to contact your Meta contact who can bring in Meta Legal as needed to address any potential issues.

Should you choose to participate in the Meta community, please refrain from using offensive content in any posts or in your profile information. Disclose that you are an Influencer or marketer of Meta and remember that you are a direct reflection of the brand and its message.

You are a Custodian

As between you and Meta, all sites, fan and corporate image pages and accounts you open or operate in the scope of acting in connection with your services for Meta belong to Meta and not you personally and you must take all actions required by Meta regarding the opening, maintaining, operation, transfer and closing of them. All contacts (including email addresses) given to third party platforms in connection with account registration must be Meta e-mails (your Meta contact will provide you a Meta e-mail address to use for this purpose).

Vetting/Reaching Out to Influencers

When vetting/reaching out to Influencers, you must instruct each Influencer they are required to, prior to engaging them through a written agreement, and confirm they are willing to: (i) follow the Meta Influencer Guidelines and Requirements attached as Annex "A" and sign a Talent Services Agreement; (ii) disclose all of the Influencer's content as advertising or sponsored content as required by the Endorsement & Testimonial Guides and compliance with the Native Ad Guides (available at

<https://www.ftc.gov/tips-advice/business-center/guidance/native-advertising-guide-businesses>); and (iii) agree that the content developed by the Influencer will be created as a work-for-hire for Meta and Meta will own all the Influencer's content created for Meta. Do not engage third parties to promote Meta or its products or services unless Approved by Meta. Require all Influencers to sign the Talent Services Agreement provided by Meta Legal.

You must take reasonable efforts to train and monitor your employees and Influencers and make sure they comply with all laws, these Guidelines and Meta's brand and advertising guidelines. If you have been Approved to engage third parties to promote Meta or its products or services, monitor what such third parties are saying about Meta to the greatest extent practical to look for violations of these Guidelines and report any non-compliance immediately to Meta. If you are the manager, operator, facilitator or moderator of a venue, or you are tasked by Meta to moderate or monitor certain venues or communities, you must review new posts and activities at least twice a day, at least four (4) hours apart to look for inappropriate content and activities. In addition, you must make best efforts to monitor Influencers you have engaged to ensure their compliance with the Guidelines and Talent Services Agreement and look for inappropriate content or activities associated with their activities related to Meta.

g) Conclusion

Use of social media platforms in accordance with this policy can be a very effective and powerful communication tool. Be proud and enjoy a sense of accomplishment in your relationship with Meta. Above all, please use good judgment. Should any aspect or provision of these Guidelines conflict with any federal, state, or local law or regulation, they shall be enforced only so far as it does not conflict with the applicable federal, state, or local law or regulation. Meta reserves the right to change, revise, eliminate or amend these Guidelines by providing you with written notice of the updated Guidelines.

Attachment B Meta Influencer Guidelines and Requirements

If you were paid, received free or discounted products or services, or other perks from Meta, and you mention Meta, Meta Technologies, WhatsApp, Instagram, Oculus or its products or services, please make sure you explain any such connection in your post. Some helpful tips on when, what, where, and how to communicate this message is included on the other side.

META ENDORSEMENT GUIDELINES

Following these guidelines will help allow readers and viewers to understand your connection to Meta. Here are suggestions on when, what, where, and how to communicate this message.

When should I mention my connection with Meta? If you received free or discounted products, services or other perks, or were paid by us, and you post, re-post, or otherwise share content (e.g., via social media, blogs) that mentions Meta, Meta Technologies, WhatsApp, Instagram, Oculus or its products or services.

What should I say? Please feel free to use your own voice or style, and state what you received from us in a clear, up-front way. For example, "Oculus paid me and sent me a free Rift to review" or "Thanks Meta for giving me Portal for free..." If space is an issue, you can use words such as "Paid," "Ad," or "Sponsored" to preface your content. Please don't use "#sp" or "#spon," as some people may not understand what the abbreviations mean.

Where and how do I say it?

- In a clear and prominent way. Here are some examples:
 - Videos & Live Conversations. Include it in writing (if written text is not possible, verbally) early on in the video or live conversation, or on a title card. For videos and conversations or streaming (e.g., Twitch or Instagram Live) more than 10 minutes long, or a series of posts (e.g., Snapchat or Instagram Stories) repeat the disclosure periodically throughout.
 - Photos, Images & Graphics. Include it on the item or prominently include it in the post or Tweet near the item.
 - Written Posts. Include it towards the beginning, above-the-fold, before a viewer has to click "read more." (e.g., on Instagram this is within the first 3 lines). If included with other #, include the disclosure first in the string.
- **In a manner so it travels with your content when shared. Refer to branded content tools for Meta and Instagram on how to tag partners in your post and other information. FYI - using the platform's tools may not be enough in order to follow these guidelines. For example, if you use Instagram's tool that indicates a post is done with a**



brand partner, such indication may not show when sharing such post to Twitter and you may need to add a different disclosure using Twitter.

Is there anything else that I should watch out for? Yes.

- Be truthful and accurate.
- If you don't follow these guidelines, we may ask you to update your content or we may not be able to work with you going forward.