



13WTHR Facebook HANDSHAKE SPONSORSHIP Instructions

As part of our partnership, 13WTHR will be publishing a sponsored post on our Facebook page. This uses Facebook's "handshake" sponsorship tag, so we want to make sure your page is set up and ready to go.

HERE'S HOW:

- Go to **SETTINGS > BRANDED CONTENT > TAGGING APPROVALS**.
- If this feature is turned off... you're all set and nothing else needs to be done.

- IF your **TAGGING APPROVALS** is turned ON (as in the example below), you can either flip that switch to accept any sponsorship references, or you can go to the next section down the page and whitelist the main WTHR page as being an approved partner.

The screenshot shows two sections from a Facebook settings page. The top section is titled "Tagging Approvals" and has a blue toggle switch turned on. Below it is a description: "Only approved Pages and group admins are able to tag you in branded content posts." The bottom section is titled "Approved Partners" and contains a search bar with "wthr" entered. Below the search bar is a list of four items: "Chauncey Wthr" (Friend since October 2017), "John Doran WTHR", "WTHR-TV" (1000 N Meridian St, Indianapolis, IN 46204 · Broadcasting & Media Production Com...), and "WTHR TV Channel 13" (1000 N Meridian St, Indianapolis, IN 46204 · Media · 1,589 like this · 1,124 people ch...). There are "Add New" buttons to the right of the search bar and the list.

You may consider flipping the switch to accepting all tag approvals and then just blacklist anyone that abuses it. Most pages/people do not have the ability to create a sponsorship tag. It's typically just celebrities, large influencers, public figures, media companies and other large brands that have access to the branded content tool. Because of this it is rarely a vehicle for misbehavior. Defaulting this to ON can also save you from these hassles of whitelisting all your partners in the future.

Either method, however, will allow us to tag you as a sponsor of the content.

Thank You!