Newsletter Guide

Thank you for being our [net] friends! Our goal is to provide relevant and insightful technology advice to help your staff and partners feel educated and empowered with the latest IT insights.

Net Friends Guidelines for Using Newsletter Content

General

- **Subscribing Net Friends:** Consider us a loyal subscriber! We love to read your newsletters from start to finish. Keep us in the loop by always including Net Friends in your email list.
  - Subscribe the marketing@netfriends.com email to your newsletter and feel free to include your Customer Success Manager and other Net Friends individuals on your email list.
- **Attribution:** Include a Net Friends attribution in your newsletter segment whenever you feature our content. For example: "Written by Net Friends, an IT partner of [Your Company Name]".
- **Positioning:** We request that you avoid placing our content near topics that might conflict with our brand values. Net Friends serves a wide range of industries with diverse interests. Our brand is committed to cultivating an inclusive and empowering experience around technology enablement. To uphold this commitment, we consciously avoid positioning ourselves next to messaging that may be polarizing or create alienation or conflict for our partners.
  - If you need to clarify any potential brand risks, reach out to our Brand Manager at emily.dao-forrester@netfriends.com with any questions!

Use of Text Content

- **Fully Use Provided Text:** To maintain the complete context and accuracy, please use the content as provided without any partial selection of sentences or sections. We will always provide an article and a shortened pro-tip. Feel free to select between these two options for your audience.
- **Refrain from Editing:** Altering the written content that we provide can change its intent or dilute the message. If the provided copy does not suit your audience or newsletter, just skip it. We'll deliver more content the following month!
- **Use It Right Away:** Our content may have an expiration date. Avoid distributing content we have provided for use if it is older than 90 days.

Use of Visual Assets

- **Net Friends Branding:** If you include the Net Friends logo(s) in your newsletter, we require that you do not make any alterations or modifications to our brand assets. The unauthorized modification of our logos is defined by adding/removing/obstructing elements or text, changing the colors, or using incorrect font to alter the original designs.
- **Fully Use Provided Assets:** We do not require the use of any or all of the visual assets we may provide. They are optional for your consideration. However, we ask that if you do use our visual assets, refrain from altering or modifying those files (e.g. cropping a design to meet your preferred dimensions). You can always reach out to us and request updates or changes to a visual asset. We are happy to consider requests!

Questions? Reach out to marketing@netfriends.com!

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Net Friends

Your Quick Newsletter Checklist:

- ❑ Add Net Friends (marketing@netfriends.com) to your newsletter subscription list
- ❑ Attribute content credit to Net Friends by adding "Written by Net Friends, an IT partner of [Your Company Name]" (Consider linking to Net Friends website too)!
- ❑ Verify that you used 100% of the provided content without cutting, editing, or modifying the text
- ❑ Verify that you did not alter or modify any visual assets provided if you opt to use them, including the Net Friends brand assets
- ❑ Verify that you are using fresh content (nothing older than 90 days)

Thank you for being a [net] friend! We are proud to be your IT partner!