

## Branded Content Activation Steps for AHA Sponsors

Thank you for sponsoring our series of social media posts on the American Heart Association’s local Facebook page. As a brand, we are required by [Facebook](#) to disclose our paid partners using Facebook’s [Branded Content tool](#).

Below are a few simple steps that we request that you make on your brand’s Facebook page in order for us to meet the guidelines and avoid disruption in activating our social media campaign.

### THREE STEPS FOR AHA SPONSORS

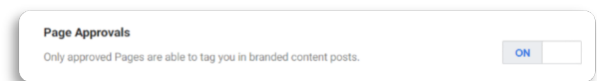
#### 1. UPDATE YOUR PAGE SETTINGS:

In order for the branded content tool to be activated on sponsored AHA posts, brand partners MUST adjust their Facebook page settings to allow our page to tag you as a brand partner. Under your Facebook page settings, the option to manage Branded Content is located on the left column.



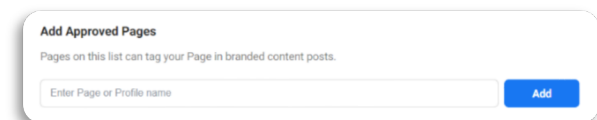
#### 2. CHECK PAGE APPROVAL SETTING:

Depending on your page settings, you may have the option turned ON to restrict pages from adding your page in branded content posts. If the option is turned “off,” other pages, such as ours, will be able to identify you as a brand partner without additional steps.



#### 3. ADD LOCAL AHA PAGE AS APPROVED PAGE:

If you choose to keep the setting turned “on,” you MUST add our local AHA Facebook page as an approved page.



## How will this appear to users?



Shows transparency in our relationships with one another and features your company facebook page more prominently than tagging in a long caption.

