Do:

- Shoot content with good lighting (light, bright, and airy).

- Keep a clean and light background.

- Remove any other branded items from your background.

- Shoot with your back camera vs. front camera and ensure words are not flipped.

- Shoot vertically

- Wear clothing that is modest and covers the chest and arms, while not containing branding or logos.

- Cover tattoos and remove facial piercings.

Here is an example of a great video from one of our other products. Don't use this as a template, but inspiration for your posts!

https://l-nutrainc.box.com/s/zug40i1tyymrq5dnpv2dy30166xje68i

Don't:

- Don't include any other brands or products in your content.

- Don't where clothing with branding or logos that show in the shot.

- Don't include a lot of other noise in your posts- no distracting backgrounds!

- Don't go for selfie shots with your phone visible