

IIDA Sales Team Spotlight Guidelines

BASIC REQUIREMENTS FOR POST:

- Up to 10 photos sent in the **correct format**, explained in the instructions.
- Caption
- Tags (up to 10)
- Hashtags (up to 5)

INSTRUCTIONS – PLEASE READ THOROUGHLY

To streamline logistics, we ask that you prepare the content ahead of time (images, captions, hashtags) and email the information directly to Chamberlain Iocovozzi (CIOCOVOZZI@ALFREDWILLIAMS.COM) with the order you would like them posted **TWO WEEKS PRIOR to your scheduled date**. If the information is not received in the time, you will forfeit your post for that date. The two week period is **REQUIRED** to make sure there are no issues, if you know you will not make this timeframe please let me know well in advance. I will post the photos in the order that they are received, unless they are otherwise noted or numbered, so sending them in the correct format and order is crucial.

For formatting, please send all photos as .jpeg files attached to an email. Please **DO NOT** send links to drop boxes, websites or Microsoft Word files.

Below is an example of a past submission. Please refer to our Instagram page (@iida_Carolinas) for alternate submissions to see the variety in post photos. You receive one Sales Team Spotlight per year and the dates will be assigned to you.

EXAMPLE:

- **10 Numbered Photos** (shown, but would be attached in email in jpeg format ready for posting).
- **Caption** : “This week’s Sales Team Spotlight is from Alfred Williams & Company, your local [@hermanmiller](#) Dealer and [@dirtt](#) Partner for the Carolinas, with showrooms in the Raleigh, Durham, Triad, Charlotte, Greenville, Columbia, and Charleston Markets. Our team of workplace experts are focused on creating a memorable experience with our partners and customers. Be sure to follow our local accounts for updated information regarding events, products, community, and other exciting news!”
- **Hashtags**: #HermanMiller #AWC #AlfredWilliamsandCompany #HMINC #HMISC
- **Tags**: [@alfredwilliamsandcompany](#) [@alfredwilliams_ct](#) [@alfredwilliams_triad](#) [@alfredwilliams_sc](#)



Photo 1



Photo 2

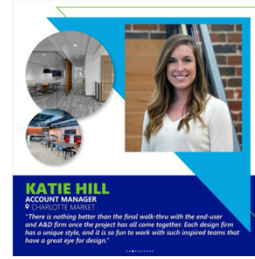


Photo 3



Photo 4



Photo 5



Photo 6



Photo 7



Photo 8



Photo 9



Photo 10