



# LEO MEDIA GUIDE

[www.LearnEarnOwn.com](http://www.LearnEarnOwn.com)

# LEO Member Social Media Policy

A dark blue background with a 3D rendering of several white thumbs-up icons of varying sizes, some appearing to be floating or stacked.

In today's world it is impossible to build a business and succeed without engaging with others online. As entrepreneurial leaders and active global networkers it is critical that we build out our network online and engage with others via social media. It is equally important that we use these tools and platforms ethically, transparently, and with due diligence. With unprecedented access to global audiences comes unprecedented risk. So, we at LEO have compiled a policy for Members to ensure that your presence and interactions on social media are safe and at a high standard of integrity. These guidelines will also support you as you build and grow your business, ensuring that you are always up to date with the latest requirements. LEO will ensure that we regularly update the policies to ensure that you are kept up to date with all requirements.

## Transparency

A dark blue background with a 3D grid pattern. A person in a suit is visible, with their hand raised as if interacting with the grid.

- DO set up your profiles as “LEO independent” or “self-employed” (for example, consultant, independent sales director, etc.)
- DO describe your relationship with LEO (for example, As an independent LEO entrepreneur, I built a business...)”)
- DO host a social media presence or website for your individual business and link to LEO as a partner and resource
- DO disclose your affiliate with LEO when discussing your business.
- DO ensure that if posting a testimonial of another Member, you receive full permission
- DO create your own marketing videos and collateral. To ensure that they are consistent with LEO Branding Guidelines, please contact [support@WelcometoLEO.com](mailto:support@WelcometoLEO.com).
- ⊗ DO NOT describe yourself as an employee or executive of LEO or its properties or stipulate LEO as an employer
- ⊗ DO NOT post links to your business offerings on official LEO properties, social media sites, or websites

## Self-Promotion

A dark blue background with a woman in a dark jacket giving two thumbs up.

- DO post about your business and engage with social media audiences using your own personal social media platforms
- DO share your experiences and success with LEO
- DO add reviews of your products and share them with others on social media
- DO share messages from LEO corporate on to your own social media pages
- ⊗ DO NOT share your earnings on social media as a way of attracting more business
- ⊗ DO NOT guarantee earning potential to others
- ⊗ DO NOT use your own personal platforms to only promote your business (a good rule of thumb is one promotional post for every five personal posts)



# Ethics

- DO be honest, transparent and ethical with how you represent and speak about your business
- DO build your network with integrity and build credibility through honesty and transparency
- DO follow your local, regional, and national laws when posting or sharing content, including international copyright laws.
- DO reach out to LEO and [support@WelcometoLEO.com](mailto:support@WelcometoLEO.com) if you have any questions on what is and isn't ethical to share on social media
- ⊗ DO NOT mislead, trick or use inaccurate language, such as (but not limited to):
  - Investment
  - Investor
  - Passive income
  - Free money
  - No effort income
- ⊗ DO NOT make claims about wealth, income, currency value, investment ROI or any other concept that cannot be substantiated, including making money, the value of a currency over another, or passive income.



# Respect

- DO treat others online with respect and authenticity.
- ⊗ DO NOT impersonate or claim to be any member of the LEO Corporate team
- ⊗ DO NOT treat people with disrespect, harass or insult others, or promote/share/post hateful or distasteful language and content
- ⊗ DO NOT post about politics or religion when talking about your business or your affiliation with LEO

# LEO Member Photo & Video Guide



## VERY IMPORTANT

It is imperative that the LEO brand message is ethical, transparent and credible. Any messaging that is deemed to be against the LEO core values and can be seen to promote or endorse unethical trading, investment or any of the other negative unsubstantiated clauses detailed within this document can and will be removed from any online platforms and where necessary further action may be taken.

If your supplied video files are in a non-english language you are required to supply an English transcript of the content so that it can be passed for publication by LEO brand guardians. If a file is not supplied we may elect to not publish your video. If LEO has to outsource translation or transcription services to determine your supplied content a cost to the Member may be incurred.

## Shooting



## VERY IMPORTANT

If you are using your phone, shoot your video piece as LANDSCAPE rather than PORTRAIT. Vertical videos cannot be put on LEO TV.

### Here are some points to take into consideration when filming your message

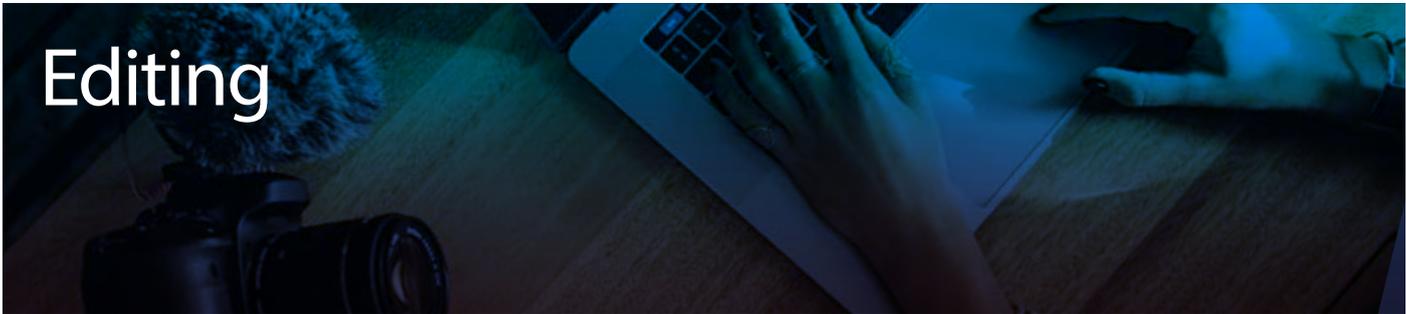
- Where possible, use a tripod and avoid hand held footage as this will cause the video to shake a lot
- We will only accept footage shot at a resolution between 720p and 1080p. The majority of phones these days shoot at these aspects but double check before you start shooting that your phone/camera will shoot at this rate
- Make sure you have prepared what you are going to say. Do a practice run through, or even have bullet points as a prompt
- When you are ready, get your filming equipment ready
- You can shoot on your smartphone but a DSLR camera would be better
- ⊗ Do not shoot with any light (Sun, lights) behind you as this will make it very hard to see you



# Audio

## Make sure you are in an area where there is no background noise.

- To get the best audio, use a microphone. Phones and cameras have built in microphones but to get the best audio track, if possible use a separate external one for better quality
- If you are inside, make sure you are in a room that does not create a lot of echo. This will generate a poor audio track
- ⊗ Avoid filming outside as there is usually a lot of background noise which again will affect the quality of the audio track
- Do not have music playing in the background as this will generate a poor audio track



# Editing

## Here are some points to consider when editing and sending your footage to us

- Again, we only accept footage shot at a resolution rate between 720p and 1080p. Double check this when you edit your footage
- Watch the video back to make sure you are happy with it and it is at the best possible quality you could make it
- When your video is finished, send it to us via WeTransfer with the following information
  - The title of your video
  - Your name
  - Your username
  - A brief description of your video (we may change this if we feel necessary)
  - Your gender
  - Your profession
  - Your language
  - Your country
  - A full transcript of your message if not recorded in English
- ⊗ Do not add your own music as it may be copyrighted and we then won't be able to put it on LEO TV. If you want music, tell us what kind of music you want and we will put it on ourselves
- ⊗ Do not add text. We can add these ourselves
- ⊗ Do not include any added images or footage. If you want some, let us know what you want and we will facilitate where we can
- ⊗ Do not use any logos. We will add these ourselves
- ⊗ Do not add titles. We will add these ourselves

# Photography tips

## Quality

- Take pictures with the most high end quality camera you have. Failing that, modern smartphones have excellent photography abilities and are of high enough quality to match our standards.



## focus

- Hold the camera steady so that shot is not blurry.
- Make sure all the pictures you take are clear, sharp and in focus.



## Frame

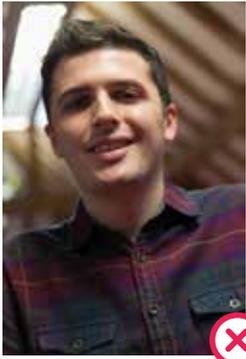
- Make sure the subject is nicely framed.
- Also, be sure to not cut anyone off at the edge of the picture.



# Photography tips

## Angle

- Take pictures at eye level and not looking down or up at someone. These make the pictures more engaging and are of high enough quality to match our standards.



## Lighting

- Do not take a picture with the light behind the subject. This will make objects of interest dark and unclear.
- Make sure the area you are taking the picture in is well lit. If it is not, use a flash and this will bring out the best results.



## Look at the camera

- If you are taking a group picture, make sure everyone is looking at the camera.
- Remind everyone "if you can't see the camera, the camera can't see you".



# Photography tips

## Settings

- Ensure your camera settings do not have any information on them that come out in the pictures (e.g. time and date).
- These can be turned off within your camera settings



## Multiple shoots

- Take multiple pictures! It's always best to take a number of shots as you may not always get it right the first time.



## Reflections

- Do not take pictures of a screen.
- Don't take pictures through a window. This will create a reflection.



## Before sending

- Make sure you send us pictures with a minimum size of 8 mega pixels.
- Send us pictures unedited- we will do this and make sure it matches our standards.
- Send us pictures in a JPEG or, if possible RAW format.
- When submitting pictures, tell us: YOUR NAME, EVENT, CITY & COUNTRY, DATE.

We reserve the right not to use it if we feel it does not project a professional image.  
We will contact you to explain why and work with you to resolve the issue.

For any further information please contact  
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