

# BLOGGER RELATIONSHIP PROGRAM

At The Woodlands Resort, we recognize social media's power to drive authentic conversations. A large percentage of our guests have stayed with us based on the recommendation of their family and friends. These brand advocates have an amazing influence in both their personal and online lives – and the community-oriented content they create helps spark passionate conversations and introduce new ideas.

If you're a Blogger who enjoys Texas travel – we'd like to get to know you. We strongly believe that the Resort, its amenities and our amazing staff must be experienced in person to be fully understood. This is why we periodically invite Bloggers and members of the working press to visit us as our guests.

## HOW WE CHOOSE BLOGGERS

There is no "one size fits all" when it comes to Blogger relationships. We work with blogs of all sizes and themes. We choose our relationships carefully and look to partner with Bloggers who:

- Have a readership that aligns with our key demographics.
- Are interested in developing long-term relationships.
- Write in a style and tone that's complimentary with our brand personality. We look for content that's interesting to read, has an approachable tone and is delivered articulately.
- Work in multiple online formats including blogs, Facebook, Twitter, YouTube, Instagram, Pinterest, G+, etc.
- Are enthusiastic about travel and family-related topics.

To participate in our Blogger Relationship Program, you must be 21 years or older and reside in the U.S. The Woodlands Resort will not pay any form of compensation to review our property. We do however offer complimentary stays, food and other perks at our discretion.

## WE PLAY BY THE RULES

If we invited you to visit us, we have done so because we respect your opinion. The Woodlands Resort does not require that you write about your experience – and if you do choose to write about your stay, we will never instruct you on what to say. Your opinions are always your own and you are entitled to write what you see fit. When appropriate, we will help amplify your blog by using our social media channels to promote your posts.

We encourage our Bloggers to follow FTC Guidelines Effective Disclosures in Digital Advertising and disclose which part of your stay was provided in compliance with FTC policy. The Internet is a better place when we all play fairly.

If you're interested in becoming a Woodlands Resort brand advocate, please contact [Christy@storytellercomm.com](mailto:Christy@storytellercomm.com) and let her know. Include your media kit and/or social media stats and she will be in touch.

