



## SOCIAL MEDIA GUIDELINES FOR CORPORATE PARTNERS AND SPONSORS

Lauded by critics for its style, simplicity and genuine warmth, the Screen Actors Guild Awards® presented by SAG-AFTRA, which made its debut in 1995, has become one of the industry's most prized honors. To preserve the integrity, prestige and honor of the SAG Awards®, all social media activities must adhere to the following guidelines.

**Please note:** Screen Actors Guild Awards®, SAG Awards®, The Actor® name and statuette, and the phrase I AM AN ACTOR™ are legally protected against unauthorized uses and infringements. Further legal and usage information is available at [sagawards.org/media-pr/media-guidelines](http://sagawards.org/media-pr/media-guidelines).

### SPECIFICS

- The name of the event is the 25th Annual Screen Actors Guild Awards®. The only acceptable nicknames are the Screen Actors Guild Awards® or the SAG Awards®. It is NEVER acceptable to call it the SAGs.
- The official hashtag is #sagawards.
- The name of the statuette presented to the honorees is The Actor®.
- Photographs or video that include talent that are taken at the SAG Awards or at any of our pre-show events may not be posted on social media directly by sponsors. Sponsors may re-post photos or video with talent that were initially posted by media outlets or by the SAG Awards.
- No posts may imply a product endorsement by any individual actor or group of actors.
- Sponsors may not incorporate any of the following into their posts without prior written approval: SAG Awards logos, a likeness of The Actor® statuette, or any person intended to be misconstrued as a SAG Awards nominee or winner.
- Do not give preference or special attention to any one nominee. All nominees in a category are peers who are treated equally and are given equal amounts of attention.
- The SAG Awards reminds you to follow the FTC Social Media Guidelines [[16 C.F.R. Part 255](#)].

**Please note:** The performers union that presents the Screen Actors Guild Awards is SAG-AFTRA. Since the merger of Screen Actors Guild and the American Federation of Television and Radio Artists in 2012, SAG as a stand-alone entity no longer exists.

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