

SOCIAL MEDIA COLLABORATION GUIDELINES

We love sharing what's happening at The Acres and are always open to collaborating on posts that help tell the bigger story of the development.

Let's grow the buzz together

Tag **The Acres Halswell** in your Instagram and Facebook posts so we can help amplify your content and celebrate what's happening across The Acres.

The more we share together, the more excitement we can build ahead of opening day.



@The Acres Halswell



@theacres_halswell

If you'd like to invite us as a collaborator on your Instagram or Facebook post, here's a quick guide to what we typically look for:

Great for collaboration (we'll likely accept):

- Store openings or launch announcements
- Fit-out progress or behind-the-scenes content
- Brand storytelling (who you are, what you're bringing to The Acres)
- Posts that highlight the customer experience or overall vibe

Less suited for collaboration (we may reshare instead):

- Sales, discounts or short-term promotions
- Highly product-specific posts
- Content that doesn't reference The Acres or location

A couple of quick tips:

- Please tag us clearly in the post and ensure the location is included where possible
- Keep imagery high quality and aligned with your brand (we'll ensure it fits ours too)
- Feel free to give us a heads-up before sending a collaboration request, we're happy to chat it through

We're excited to help amplify your presence and build momentum together. Thanks for being part of The Acres!