



Social Media Guidelines

At Fortinet we greatly encourage all of our Fabric Ready and Channel Partners to engage with us on externally facing social media platforms. In order to foster a mutually-beneficial engagement throughout corporate events, during joint announcements, and in every-day online encounters, we have provided the following guidelines for all social media activities and interactions.

1. **Hashtags:** Utilise all relevant Fortinet hashtags on social content/posts. Major social media platforms use a searchable and clickable tagging system, which will maximize the visibility of your social activity by attendees and users that follow the tag.
 - a. **#Fortinet**
 - b. **#FortiGuardLabs**
 - c. **#FabricReady**
 - d. **#SecurityFabric**
 - e. **#Forti(*insert product name*)**
 - f. **#FortinetLife**

2. **Tag and Mention:** In addition to utilising our hashtag, a mention of @Fortinet, @FortiGuardLabs or @FortinetPartner on Twitter, @Fortinet on Facebook and LinkedIn will place your content on Fortinet's social listening radar and make it easy for us to engage with your organisation.

3. **Photos:** Live coverage and photos from corporate events are always encouraged to boost visibility of the event and engage with attendees, partners, and event sponsors. Please be appropriate in the images you choose.

4. **Content For You:** Utilise Fortinet resources to drive your social content!
 - a. Blog: <http://www.fortinet.com/blog>
 - b. Newsroom: <https://www.fortinet.com/corporate/about-us/newsroom.html>

5. **Engage and Follow:** Engage with other Fortinet social media accounts!

- a. Fortinet
 - i. Twitter: @Fortinet
 - ii. LinkedIn: Fortinet
 - iii. Facebook: @Fortinet
 - iv. YouTube: @Fortinet
 - v. Instagram: @behindthefirewall

- b. FortiGuard Labs
 - i. Twitter: @FortiGuardLabs
 - ii. Facebook: @FortiGuard.Labs
 - iii. LinkedIn Showcase Page: FortiGuard Labs

- c. Fortinet Partner
 - i. Twitter: @FortinetPartner

Start Now! You don't have to wait, start sharing now from Fortinet's social feeds! Example below:

Link: <https://twitter.com/Fortinet/status/982659911254528001>

Questions: socialmediateam@fortinet.com

