

# Guidelines for IG and FB collaborations with Cortina Marketing

## 1. Photos and videos

- Please do not advertise **overcrowded natural areas** (i.e. Sorapis Lake)
- Please do not publish content with people / dogs **bathing in alpine lakes** (especially in the Lake Sorapis as there is a ban)
- Please do not publish content showing people **camping in non authorized areas**
- Please do not publish content showing people **skiing with no helmet**
- Please do not publish content for Cortina Marketing showing **areas that are not part of the territory** of Cortina (examples: Tre Cime di Lavaredo, Lake Braies, Lake Misurina).
- Please do not publish content for Cortina Marketing showing **car brands different from Audi** (as Cortina has a collaboration with Audi)
- Please do not promote any **illegal or inappropriate activities**

## 2. Tags and Hashtags

- **Cortina's IG Profile:** @cortinadolomiti
- **Cortina's Hashtags:** #cortinadolomiti , #mycortina , #cortinadampezzo
- **Cortina's FB Profile:** Cortina d'Ampezzo (Official Profile)
- **Logos:** The logos Cortina Dolomiti and the logo of the 2026 Winter Olympics can not be used
- **Cortina is located in the Veneto Region.** If you want to tag them on Instagram their official profile is @visitveneto (please note that Cortina is not in the Region Trentino-Alto Adige – Sudtirolo)

*We encourage you to tag the profiles of those whom are involved in your trip in Cortina (ex: restaurants, hotels, mountain guides, ski schools, etc.)*

## **Form for collaborations with Cortina Marketing - Bloggers**

Name and Last Name	
Email	
Name of the Blog, Website and other social media channels	
Purpose / topic of the visit	
Proposed Date	
Number of posts on the blog about Cortina to be published	
Number of IG posts and stories to be published (specify if total or per day)	
Number of FB posts and stories to be published (specify if total or per day)	
Open to the option of tagging / describing partners involved (ex: hotels, restaurants, etc.)	
Open to the option of giving pictures /videos to Cortina Marketing	

**>> Please attach to the following form filled in and signed your Analytics of the past 12 months and attach or link one or several previous works**

Signature

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