



KidsWifi™ Media Kit
Launch: September 29th 2016

KIDS WIRELESS INC. BRAND AND PR GUIDELINES

Kids Wireless Inc. mentions:

We encourage any mention of our corporation as “Kids Wireless Inc.” and the brand as “KidsWifi” in your communications (press releases, website, bios, social media, events, etc). The Corporate trademark of Kids Wireless Inc. is KidsWifi™ and should be reflected in all mentions.

- Please refrain from using the term ‘Kiwi’ at this time
- Kids Wireless Inc. or KidsWifi are the official titles

Kids Wireless Inc. logo use:

KidsWifi™ logo is the property of Kids Wireless Inc. and cannot be used anywhere without permission. It also cannot be modified. The KidsWifi™ logo should appear on most communications.

Kids Wireless Inc. color palette:

While KidsWifi™ is a multi-colored brand, GREEN is our legacy color and should be used as the primary color for marketing assets. Other colors should be implemented secondarily.

Kids Wireless Inc. typography:

Sans Serif is the primary font and should be used at all times.

Kids Wireless Inc. images use:

All images appearing on the KidsWifi™ website, www.kidswifi.com, are the sole property of Kids Wireless Inc. and cannot be used anywhere without permission.

Kids Wireless Inc. content approval:

KidsWifi™ will approve all content within 24 hours or if approval is not received in 24 hours, the submission can be viewed as approved.

Kids Wireless Inc. Contact:

All inquiries: press@kidswifi.com

KidsWifi Social Media Guidelines and Recommendations

KidsWifi Social Media Platforms

Platforms used – Twitter, Instagram, Facebook, LinkedIn, YouTube.

Brand Messaging – KidsWifi online will focus on the problem: children being exposed to dangerous and negative content online, and the solution: the KidsWifi device itself. KidsWifi online will emphasize the overall simplicity of the device and its features.

KidsWifi's goal is to create a place where parents can learn and share through their social platforms.

Brand Voice – KidsWifi is helpful, welcoming and fun. We're light-hearted, but not afraid to address issues. We strive to build an online family for parents.

Social Media Interaction with KidsWifi

Twitter

The official Twitter handle for KidsWifi is **@KidsWifi**. We encourage you to utilize our handle as much as possible when referring to KidsWifi. Mention KidsWifi any time you would like to be re-tweeted. If you do mention KidsWifi, it is suggested to include a visually captivating image.

Our official Twitter hashtags are:

#KidsWifi - KidsWifi is a unique hashtag to our company, and has no previous history on Twitter before. This could be used to declare your love for the device or anything product or company related.

#KeepKidsSafe – KidsWifi is a firm believer on the safety of children, and this includes the Internet. You may use this hashtag when discussing Internet safety tips for parents, safe websites your child uses or anything non-brand related.

#InternetSafety – Internet safety is important to KidsWifi. Please include this hashtag in your social media posts when referring to any articles on Internet safety, kids using the web, or anything regarding KidsWifi.

Facebook

Our official KidsWifi page on Facebook is <http://facebook.com/kidswifi>. This platform is mostly focused on relevant content such as blogs, articles and company updates. You can tag KidsWifi in any post using **@KidsWifi**.

If you are looking to engage with KidsWifi on Facebook, it is encouraged you share KidsWifi posts directly through the Facebook platform, or repost KidsWifi content by visiting www.kidswifi.com and utilizing the webpages and blog articles.

If you are manually inserting a KidsWifi webpage or blog, it's recommended you replace the auto-image with a high-res image to encourage more engagement from your followers.

Instagram

Our official KidsWifi Instagram handle is **@kidswifidotcom**. The KidsWifi colours: green and blue are often displayed on our feed, as well as fun parenting quotes, product images and 'behind-the-scenes' photos.

If you're looking to upload an Instagram post about our device, we encourage you to capture your own photos and videos related to KidsWifi.

Please feel free to include KidsWifi in your posts related to our product, company, Internet safety and parenting. This hashtag is exclusive to our brand and company, and as previously mentioned in the Twitter section, has had no previous history.

Official Hashtags: #kidswifi #keepkidssafe

General Hashtags: #parentingtips #parenting #internetsafety #momsinstagram #dadsinstagram #parentsofinstagram #kids #parentlife #cybersecurity

KidsWifi Launch Party – September 29th

On Thursday, September 29th, we will be ramping up our launch party by using the hashtag #KidsWifiLaunch and #KeepKidsSafe. The 'reveal' of our entertainment stars, supporters and sponsors will not be revealed until September 29th in the morning, after our press release has been sent.

This is when we encourage attendees, entertainment stars, supporters and sponsors to join us for our reveal.

There will be a KidsWifi Social Media area where live feeds will display the hashtag. For collaboration, we recommend heading over to the Social Media table. We will be tweeting and posting on Instagram too! So engagement, re-tweets and likes are encouraged on our social platforms.

Official event hashtags: #KidsWifiLaunch and #KeepKidsSafe

People to tag (if applicable): @CherylHickeyETC, @JazmynBieber @KidsWifi @ShawnAchor

Before the event

It's important that we create hype around this event, while not giving too much away to lose momentum. Before the event, it's suggested you develop tweets that entice readers to become interested in the launch party.

Recommended Tweets

- Getting ready for #KidsWifiLaunch – one of my favourite products ever. Stay-tuned for some awesome photos at 6:30 EDT!
- How to protect kids online? @KidsWifi has you covered. Stay-tuned for the #KidsWifiLaunch party at 6:30 EDT!
- #KidsWifi is having one huge launch – and I'm involved!
- The #KidsWifiLaunch party is tonight. Stay-tuned, parents!
- Heading to a venue soon to celebrate the #KidsWifiLaunch! How am I involved? You'll just have to wait and see!
- Time to #KeepKidsSafe with #KidsWifi. Follow me tonight at 6:30 EDT at the #KidsWifiLaunch!
- Made by parents, for parents, with kids in mind! That's my kind of product. The launch party is today at 6:30 EDT! #KidsWifiLaunch

During the event

We suggest taking a photo of yourself at the event or the venue. There will be many exciting things at the event that can fuel your social media posts. When tweeting or posting on Instagram – please remember to use our event hashtag so we can easily engage with you and re-tweet your tweets!

These recommended tweets are very general and can be tailored to your involvement with KidsWifi.

- I'm at the #KidsWifiLaunch right now! There are so many awesome individuals here supporting @KidsWifi
- I'm at the #KidsWifiLaunch right now! There are so many familiar faces here! @CherylHickeyETC @JazmynBieber
- I'm a huge supporter of the @KidsWifi device. It filters the web, so your kids only see what they want to see while online! #KidsWifiLaunch

- Parents – this device is for you. Protect your kids while they're online and gain the peace of mind knowing they're safe! #KidsWifiLaunch
- Never worry about what your kids are seeing online again with the @KidsWifi! Having a blast at the #KidsWifiLaunch party! #KeepKidsSafe
- You should talk about #InternetSafety with your kids. But you don't have to do it alone. Check out #KidsWifi! <http://kidswifi.com>
- #KeepKidsSafe, Parents! We're taking a stand today for Internet Safety at the #KidsWifiLaunch!
- Happy to be a part of the #KidsWifiLaunch. An amazing product, and an amazing group of people. @KidsWifi
- Parents love the fact that the #KidsWifi does not require any hidden fees, and updates automatically. #KidsWifiLaunch
- #KidsWifi is a parenting must-have. Plug it in, and protect your kids while they surf the web. That simple! #KidsWifiLaunch
- @JazmynBieber is the official Kid Ambassador for @KidsWifi! So awesome! #KidsWifi #KeepKidsSafe

After the event

When the event is over, it's suggested you still use the hashtag to discuss your time at the event and upload any photos you've taken if you haven't already. You can later use your photos for trending hashtags on social media such as #ThrowbackThursday (#TBT), to keep the hashtag #KidsWifiLaunch alive!

Recommended Tweets

- Had such an amazing time at the #KidsWifiLaunch. Loved seeing @JazmynBieber, @CherylHickeyETC and the @KidsWifi crew!
- #KidsWifi truly is an amazing product with heartfelt intentions. I learned so much about them today at the #KidsWifiLaunch.
- Check out @KidsWifi if you haven't already! The #KidsWifiLaunch was unreal! <http://kidswifi.com>

Please note that approval to post specific messages at this event will consist of a verbal agreement. KidsWifi is not responsible for the social media posts that attendees develop, but encourages attendees to respect others' decisions to confirm or refute posts – whether it is text or multimedia.