



CAMERA  
ARBITRALE  
DI MILANO

## **SOCIAL MEDIA COLLABORATION POLICY 2026**

Social media collaboration, included in the Gold, Silver, and Newsletter sponsorship packages, will be structured as follows:

- Publication on the LinkedIn channel of one (1) informational post providing updates on topics of interest to the ADR community and, in any case, aligned with the subjects addressed by CAM;
- The sponsor will be contacted by the communications office to assess their interest in creating the content; the topic will be proposed by the Sponsor and agreed upon with CAM's communications office;
- Content requirements – The text must be concise (maximum 2,000 characters, including spaces), drafted by the Sponsor and reviewed by CAM's communications office; the content may not contain any advertising, promotional, or commercial references benefiting the Sponsor, in order to safeguard CAM's impartiality as an entity of public/institutional nature and in respect of its adopted values;
- Graphic requirements – The content will be published on LinkedIn in a "carousel" format with text and graphics, divided into 8–10 slides, with the CAM and Sponsor logos of equal size (approximately 300x125 pixels) on all slides, and possibly including a couple of photos of the Sponsor Firm's professionals who contributed to drafting the text;
- Timing – The content must be submitted by the Sponsor within a timeframe that allows for its publication within the subscription year of the sponsorship.