



## Who are the Ford Influencers?

The Ford Influencers are a group of passionate Ford employee volunteers who enjoy sharing their love for Ford with the world in authentic, genuine ways.

We believe everybody can inspire, motivate, and influence others in positive ways, whether it be friends, family, or their work peers. That ability only strengthens when you have amazing experiences and content to share. Our voluntary, employee-only advocacy program aims to pair employees' passions and interests with content and employee engagement experiences they and their networks will love. We also invest in and empower our employees through "influencer" education and training, sharing social media and employee advocacy best practice tips and tricks and more.

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## FAQ

### Can anyone become a Ford Influencer?

- The Ford Influencers program is exclusively limited to Ford and Ford-agency employees only.

### Is the Ford Influencers program a paid-sponsorship program, like some influencers we see sponsored by companies on social media?

- The Ford Influencers program is entirely voluntary – membership is comprised of Ford or Ford-agency volunteers and their content or posts are not sponsored or owned by Ford.

### Does Ford own the content produced by Ford Influencers?

- No - employees and agency members own and maintain the rights of their content at all times, not Ford. Any opinions shared by voluntary employee advocates (Ford Influencers) do not reflect an endorsement by the company.

### I'm an employee - how do I join?

- Please monitor Ford's official internal communication channels for more information and instructions on how to join.