

# 67 Brand Rules

## Official Creator Program Guidelines

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### DO

- + Be authentic, creative, funny, original
- + Tag @67coinX on X, use #67coin on TikTok/IG
- + Disclose sponsorship/affiliation clearly
- + Show real sightings, original memes, genuine content
- + Include view count screenshots for reward claims
- + Keep content on-brand and community-friendly
- + Use official assets from the Creator Arsenal

### DON'T

- x No price predictions or financial promises
- x No fake engagement, bots, or purchased views
- x No copying other creators' content
- x No offensive, hateful, or misleading content
- x No Photoshopped or faked sightings
- x No AI-generated walls of text passed as original
- x No spam or low-effort mass posts

### Compliance

- FTC disclosure required for paid/rewarded content
- All rewards are manually reviewed by admin
- Fake engagement = permanent disqualification
- Admin has final approval on all reward payouts
- Violations may result in removal from the Creator Program

### Tagging Guide

- X / Twitter: Tag @67coinX + use #67coin #67culture #67sighting
- TikTok: Use #67coin #67sighting #cryptotok #memecoin
- Instagram: Use #67coin #67culture #67community #web3 #solana

- YouTube: Mention 67 in title/description + link [67-merch.com](https://67-merch.com)

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