

quick guide to working with us



This is your go-to guide for getting your business featured across HomeCo's social channels for your centre and retailer promotions. It covers how to submit content, what we need from you, key dates, and a few brand basics to keep everything looking interesting and local.

how to submit

There are two ways your business gets featured: you send us content directly, or we come find it ourselves. We regularly look through retailers' own social pages to spot content worth sharing — so even if you never submit a thing, you may still see a repost. Either way, here's the process for direct submissions:

Prepare your content — see below for specs by content type.

Send it through via our online submission form along with your signed Retailer Social Content Consent Form (a one-off, unless your details change).

Include the basics with every submission: retailer name, centre location, what's being promoted, team member(s) featured or product or service, and any key dates.

Submission deadline: the 25th of the month, for inclusion in the following month's schedule.

Submissions received after the 25th roll over to the month after that — so if timing matters to your promotion, get it to us early.

what to submit

Photos: high-resolution, well-lit, landscape or square for feed posts, vertical (9:16) for Stories/Reels.

Video: 15–30 seconds, vertical orientation, minimal text overlay (captions are added by us).

Caption info: a short line on what's featured, any hashtags you'd like included, and your social handle for tagging.

Product/offer shots should be uncluttered — let the product or space speak for itself.

Promotions & Offers

Offer details in plain language (e.g. "20% off winter stock").

Start and end dates, plus any terms and conditions.

Supporting imagery (see specs above) — a promo without an image is a much harder sell online.

In-centre signage or POS material, if relevant, so we can keep messaging consistent.

the do's and don'ts guide

Do

Keep it warm, welcoming and community-minded — HomeCo centres are local hubs.

Use clear, well-lit, genuine photos.

Provide us with your business handles/tag so we get it right.

Don't

Include competing centres or off-site locations in imagery.

Submit content with pricing errors or unconfirmed dates — these are hard to correct once live.

Use excessive text overlays on photos; captions carry the detail instead.

content consent

Before any content goes up, we need a signed HomeCo Retailer Social Content Consent Form on file. No signed consent, no posts

This is a once-off unless your business details or authorised contact change.

Scan to sign off:



This form covers both scenarios: content you submit to us directly, and permission for us to use content we've sourced from your own social channels. If we've featured you without a submission from you, it's because we've pulled it from your public socials — and we need that consent on file to do so.