



Bullhorn Alliances is pleased to share that we now permit our Marketplace Partners to craft Press Releases related to our partnership and integrations. This document is intended to help you determine if a Press Release is the right path for your content, and to guide you through our approval process. Content and the date and time of release require approval from Bullhorn's Alliances and Communications Teams.

Bullhorn Communications Policy

While Bullhorn does not generally issue joint press releases with our partners, we can collaborate on releases that include the Bullhorn name, brand, details, or quotes from our team. Similarly, we will be glad to engage with (like, comment, and/or share) approved social media posts published by partners on the channels on which we maintain an active presence (LinkedIn and X).

Press Release Criteria

Press Releases should be noteworthy content that announces a significant advancement to the value proposition that the Bullhorn-partner relationship and/or integration can bring staffing firms. Some examples of noteworthy content might include:

- A new solution that is the first of its kind in the staffing technology space.
- Entry into new markets (something purpose built for a specific segment like healthcare staffing, or that provides a first of its kind integration in a specific geography)
- A case study with a customer who has agreed to be named and share specific results from their use of an integrated solution.

Additional criteria:

- The product/functionality is available to purchase.



- Your partnership with Bullhorn is in good standing
 - There are no major customer support issues ongoing,
 - There are no overdue invoices on your account
 - Sales has been enabled on your solution)
- You can substantiate your message with proof points (e.g., quantitative metrics on average customer performance or individual qualitative customer stories).

Tips for a Good Press Release

- Real life success stories go a long way - include a customer case study/ROI if possible
- State the problem you're solving and precisely how you are solving it
- Highlight the value proposition(s)
- Avoid fluff language or unsubstantiated claims

Press Release Request Process

*Please note, this process can take **four to eight weeks** to complete, so please start early.*

- Submit a request to your Partner Manager that includes the specific goal(s) of your release and your target audience.
- Bullhorn will review and determine if we are aligned with the decision to issue a release
- Submit a release draft along with your target date for send
- Bullhorn will review and edits by PM and Alliances team
- Review and edits by Marketing