

#TeamBenefit Applicant FAQs

1. Who can apply to join the #TeamBenefit on Instagram?

Applicants to the program must:

- Be an employee of Benefit for at least 6 months when the application is submitted
- Be in good standing with the company
- Have a valid Instagram account
- Be a legal resident of the United States
- Be 18 years or older

Easy, right? Now here's the fine print:

- Corporate employees, field managers, contractors, and freelancers are not eligible.
- Benefit reserves the right to end an employee's participation in the program at any time for any reason.

2. Do I have to reapply to the program if I am already a participant in the TikTok program?

No. If you are already part of #TeamBenefit there is no need to reapply. We will shortly be in touch with you regarding exciting updates to the program & new content creation opportunities!

3. When can I submit my application?

Timing is everything! We'll start accepting applications at 9 AM Pacific Time on 1/27/2025. The application window will close at 11:59 PM Pacific Time on 2/27/2025.

4. What do I need in order to apply?

All you need is a phone and your favorite Benefit product. Then, follow these steps:

Step 1: Visit [TeamBenefit Program - Benefit Cosmetics \(https://teambenefit.upfluence.com/\)](https://teambenefit.upfluence.com/) and click APPLY NOW—this will take you to the application page.

Step 2: Fill out the application with your name, your Benefit email address, and your existing Instagram handle. You'll also need to include a video showing a review of your favorite Benefit product (aka your #TeamBenefit audition tape).

Step 3: Hit the submit button, you're done!

NOTE: Break out your calendar app! All applications must be submitted before the application period closes at 11:59 PM on 2/27/2025.

We got a bit more fine print for ya:

- You can only submit one application per person.
- Once submitted, all applications become the property of Benefit (meaning you can't post your audition video to your own account after you apply).
- Benefit has full discretion as to the number of applicants it selects and reserves the right to not select any employees through their application process.

We can't wait to see what you've got!

5. Do you have any guidelines for the video?

Yes! Your application video must be your own original work, verifiable (aka you can't say stuff like **BADgal BANG!** will *literally* send your lashes into space), and must reflect your actual experiences and beliefs. Basically, we want to see you being YOU!

We'll send additional content guidelines in the program information email (it'll be available on the application page as well). We'll also include a few video suggestions and our #TeamBenefit Masterclass to get you inspired!

6. What are you looking for in the audition video?

We're looking for a range of tones and creator styles for our #TeamBenefit but at the end of the day, authenticity is **everything**. When in doubt, refer to the content guidelines and be yourself!

7. I already have a Benefit product review video that I think is great! Can I send it in?

Absolutely! You can send in a video you've already made **OR** create a brand new one. If you want to submit a video you already have, we recommend choosing one that shows off your unique creator style and meets our content guidelines.

8. Can I or Should I pay to advertise or promote my application video?

No, please don't advertise your video for your application (and we'll be able to tell). The goal of the application is to see your authentic creator style! Please refer back to content guidelines on ideas for application submission!

9. Can videos be in Spanish?

Yes! We will accept both Spanish and English video submissions for the application and if you are accepted into the pilot program. Please create in whatever language feels most authentic and comfortable to you!

10. I submitted my application! Now what?

Now, YOU relax while WE get to work!

- **Submission Confirmation:** Once you send in your application, you'll get an email in your Benefit inbox confirming we have your materials.
- **Application Review:** Benefit and our partner Upfluence will review the applications to find our #TeamBenefit (so excited). We're anticipating a LOT of applications, so this could take a minute—you'll hear back from us by 3/6/2025.
- **Reaching Out:** If chosen for the #TeamBenefit, you'll get an email to the Benefit address provided on your application. That message will include an Employee Talent Agreement, a request for additional documentation, and a BIG congrats!
- **Reviewing & Returning the Contract:** Next, we'll ask you to review the Employee Talent Agreement and send over any requested info. Return everything by the date specified in the email and BAM, you're in the #TeamBenefit!*

For all you pink overthinkers (we've been there), here's what might disqualify your application *after* you're chosen:

- If all required documents are not returned within the specified time period
- If you cannot be reached within a reasonable time period
- If you don't meet the original application requirements
- If you're no longer employed by Benefit

**Your participation in the #TeamBenefit program, if selected, will be subject to the Employee Talent Agreement and any additional rules provided by Benefit.*

11. If I didn't get chosen, will I hear back?

Yes, all applicants will get an email in their Benefit inbox with an update on their application status. If you didn't get chosen this round, keep your eyes open—there may be another opportunity in the works to show off your style and expertise!

12. How many creators are you looking for?

For this first round, we're aiming to select a minimum of 20 BBAs.

13. My documents are in, I'm officially a #TeamBenefit member! What's next?

It's go time! We'll ask for at least one new Instagram Reel for each month of the program.

14. What will my #TeamBenefit content need to be about?

Beauty, Benefit, and your wonderful self! But, more specifically, you'll get a creative brief for each video, detailing what products or topics we want you to cover in your own original way and within our content guidelines.

15. Are there restrictions on what I can and can't put in my #TeamBenefit content?

Yup! All Instagram Reels must follow the Employee Talent Agreement document and any additional rules and guidelines we provide for content creation. Benefit will also need to review and approve each piece of content before you post it to your Instagram account.

16. Can I post the content on other channels, or is it only for Instagram?

While your participation in #TeamBenefit is focused on Instagram, we highly encourage you to cross-post your content to TikTok (as long as the platform is accessible) and YouTube Shorts, if you have a YouTube channel!

17. How long will the program last?

This first round of the #TeamBenefit program will last for two months (Mar-Apr), so that's at least two Instagram Reels.

18. What's the pay?

There's a \$200 flat fee per Instagram Reel. Bonus? Certain Benefit products will be provided—you just gotta bring the talent (aka YOU!). Upfluence (our partner) will pay for Instagram Reels from their platform and send 1099s.

19. Can I shoot content instore?

You are free to shoot in-store outside of working hours. Please work with your local retail team to arrange and approve your presence. *You will be responsible for getting permission from people included in your content – docs below, please contact Michelle Nguyen with any questions pertaining to these releases. Avoid including content about other brands in mixed-brand environments.

[2024 Benefit Cosmetics Employee Model Release.docx](#)

[2024 Benefit Cosmetics Personal Release \(Non-Employee\).docx](#)