

INFLUENCER DOs & DON'Ts



ACROSS ALL PLATFORMS

DO	DON'T
<ul style="list-style-type: none">• Clearly disclose when you have a financial or familial relationship with a brand.	<ul style="list-style-type: none">• Assume that followers know about all of your brand relationships.
<ul style="list-style-type: none">• Ensure your sponsorship disclosure is hard to miss.	<ul style="list-style-type: none">• Assume disclosures built into social media platforms are sufficient.
<ul style="list-style-type: none">• Treat sponsored tags like any other endorsement. Use #ad or #sponsored.	<ul style="list-style-type: none">• Use ambiguous disclosures like #thanks, #collab, #sp, #spon, or #ambassador.
<ul style="list-style-type: none">• Place disclosure-hashtags at the beginning of the description or blog post (above the fold at the very minimum).	<ul style="list-style-type: none">• Place disclosure-hashtags at the end of the description, requiring users to click "more" to see the disclosure or hide hashtags among other hashtags or in a hyperlink.
<ul style="list-style-type: none">• Make disclosures clear & conspicuous in a font easy to read and in a color that stands out.	<ul style="list-style-type: none">• Make disclosures the same color as the background.

Disclosures are required when an influencer has a "material connection" with the brand. A material connection to the brand includes a personal, family or employment relationship, or a financial relationship—such as the brand paying you or giving you free or discounted products or services.

If you have any questions, call Pfeiffer Law Corp at (310) 451-5800.

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