



HASHTAGS

Start your post with the first word as “#ad” or “#sponsored,” Immediately followed by your disclosure (see Influencer Disclosures download).

DO	DON'T
<ul style="list-style-type: none"> · #Sponsored 	<ul style="list-style-type: none"> · #Sp / #Spon
<ul style="list-style-type: none"> · #Ad / #Advertisement 	<ul style="list-style-type: none"> · #Collab / #Collaboration
<ul style="list-style-type: none"> · #Paid 	<ul style="list-style-type: none"> · #Thx / #Thanks
<ul style="list-style-type: none"> · #Sweepstakes / #Contest 	<ul style="list-style-type: none"> · #Sweeps
<ul style="list-style-type: none"> · #ACMEPartner (When ACME is the brand name) 	<ul style="list-style-type: none"> · #Partner
<ul style="list-style-type: none"> · #ACMEAmbassador (When ACME is the brand name) 	<ul style="list-style-type: none"> · #Ambassador

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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