



**INSTAGRAM**

<b>DO</b>	<b>DON'T</b>
<ul style="list-style-type: none"><li>• Place disclosure at the beginning of the post and before any hyperlinks. The disclosure must appear above the “more” button.</li></ul>	<ul style="list-style-type: none"><li>• Put disclosure at the very end of the post description.</li></ul>
<ul style="list-style-type: none"><li>• Use the hashtags #sponsored, #ad, or #paid to disclose partnership.</li></ul>	<ul style="list-style-type: none"><li>• Bury disclosures among other hashtags.</li></ul>
<ul style="list-style-type: none"><li>• Use the phrases “sponsored by...” and tag the sponsoring brand in the post description.</li></ul>	<ul style="list-style-type: none"><li>• Use the phrase “Partnering with...” or “Collaborating with...”</li></ul>
<ul style="list-style-type: none"><li>• Include additional proper disclosures even when using the paid partnership tag.</li></ul>	<ul style="list-style-type: none"><li>• Rely on the paid partnership tag only.</li></ul>

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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