



SNAPCHAT AND INSTAGRAM STORIES

DO	DON'T
<ul style="list-style-type: none">• Superimpose disclosures over the images / video content in large and contrasting text.	<ul style="list-style-type: none">• Bury the disclosure in content.
<ul style="list-style-type: none">• Disclosures should be on each frame or video of story. Put on the first frame of story with ongoing disclosures if the endorsement continues for multiple frames / videos / posts.	<ul style="list-style-type: none">• Place disclosure at the end of a story (or the last frame or video).
<ul style="list-style-type: none">• Verbally as well as visually disclose sponsorship if content is a video.	<ul style="list-style-type: none">• Fail to verbally disclose sponsorship if content is a video.

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.

THIS DOWNLOAD LAST UPDATED: August 2, 2021