

INFLUENCER BEST PRACTICES



To maximize your appeal to the widest range of brands, we recommend the following influencer best practices:

1. Always use the Brand's product or service before you endorse the product or service. You can't talk about your experience with a product until you've tried it.
2. Be honest. All statements about the Brand's product or service should reflect your honest opinion and experience. Avoid hyperbole or exaggeration.
3. Product or service demonstrations must be accurate.
4. Do not make up claims about a product that would require proof the advertiser does not have—such as scientific proof that a product can treat a health condition
5. Do not make any dishonest or unsupported statements.
6. If you are paid to talk about a product and thought it was terrible, you cannot say it was terrific.
7. Do not make statements about the products or services of the Brand's competitor.
8. Do not say you are an expert or parent unless you really are.
9. Do not defame or disparage any person or company.
10. Do not publish private facts about any person without their consent.
11. Always get a release from anyone appearing in your video or picture.
12. Always get a release from anyone who shot video or took pictures for you.
13. Do not use music in your video unless you have obtained permission.
14. Do not use profanity or inappropriate language.
15. Do not express hatred, bigotry or racism or make offensive or hateful statements.
16. Do not publish content that contains illegal drugs, guns or tobacco.
17. Do not promote any unsafe or illegal activities.
18. Do not post sexually explicit material.
19. Comply with all applicable laws, rules and regulations.

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

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**CREATIVE INFLUENCE
EXPERIENCED ENTERTAINMENT ATTORNEYS**