

INFLUENCER DOs & DON'Ts



INSTAGRAM

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

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: April 24, 2020

PFEIFFERLAW.COM

CREATIVE INFLUENCE
EXPERIENCED ENTERTAINMENT ATTORNEYS