



SNAPCHAT AND INSTAGRAM STORIES

DO	DON'T
<ul style="list-style-type: none">• Superimpose disclosures over the images / video content.	<ul style="list-style-type: none">• Bury the disclosure in content.
<ul style="list-style-type: none">• Disclosures should be on the first snap of story with ongoing disclosures if the endorsement post continues for multiple snaps / stories / posts.	<ul style="list-style-type: none">• Place disclosure at the end of a story.
<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.

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