

INFLUENCER DOs & DON'Ts



HASHTAGS

| DO | DON'T |
|---|--|
| <ul style="list-style-type: none">• #Sponsored | <ul style="list-style-type: none">• #Sp / #Spon |
| <ul style="list-style-type: none">• #Ad / #Advertisement | <ul style="list-style-type: none">• #Collab / #Collaboration |
| <ul style="list-style-type: none">• #Paid | <ul style="list-style-type: none">• #Thx / #Thanks |
| <ul style="list-style-type: none">• #Sweepstakes / #Contest | <ul style="list-style-type: none">• #Sweeps |
| <ul style="list-style-type: none">• #ACMEPartner (When ACME is the brand name) | <ul style="list-style-type: none">• #Partner |
| <ul style="list-style-type: none">• #ACMEAmbassador (When ACME is the brand name) | <ul style="list-style-type: none">• #Ambassador |

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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