

Name: _____

Ad or Article? A Sponsored Content Checklist

Use these criteria to help judge whether a post is editorially independent.

If the post matches any of the following criteria, it is *almost certainly* an advertisement:

<input type="checkbox"/>	A popular social media account creates a post that contains any of the following hashtags: #advertisement, #sponsored, #collaboration, #partnership, #ad, #sp, #collab, #partner, #paid, #spon
<input type="checkbox"/>	There's a company name or logo in the byline (where an author's name appears).
<input type="checkbox"/>	The following language appears on a post page: "Sponsored by," "Presented by," "Content by," "Promoted by," "Brought to you by" or "In partnership with" followed by a company's name.
<input type="checkbox"/>	The words "Paid Placement," "Paid for by," or "Paid Content" appear anywhere on the page.

If the post matches any of the following criteria, it *could possibly be* an advertisement:

<input type="checkbox"/>	The article has a different background color online than most other articles on the site. Nonwhite backgrounds are sometimes an additional indicator that an article is sponsored. It's a subtle clue, and you'll need to check off another piece of criteria to confirm that such a post is indeed an ad.
<input type="checkbox"/>	The content is "Supported by" a brand. "Supported by" can mean that the content is editorially independent but that a separate group helped fund its production. If the content also promotes the brand though, it might indicate an advertisement.
<input type="checkbox"/>	A post from an influencer thanks a brand for something and/or encourages followers to check out the brand.
<input type="checkbox"/>	A video contains references to a product, and at the end or beginning of the video, a logo of the product shows up onscreen.