

The Ultimate FTC Compliance Cheat Sheet for Influencer Marketing

Who Must Disclose: Anyone with a “material connection” to the advertiser, including (but not limited to):

- Influencer who is provided **payment** for a campaign;
- **Close family member** posting to support relative;
- Person given **free product or other brand perks** (regardless if they are asked to post or not);
- **Affiliate marketer** who is compensated based on purchases driven by their links.

How to Disclose: The FTC uses the language “**clear and conspicuous**” so that a normal person would understand the potential impact on your opinions.

- Example for blogs: *I was asked by Carusele to participate in the #CampaignName campaign, sponsored by Brand. Although I have been compensated, all opinions are my own.*
 - **Note:** “Thanks to Brand for sending me Product” is only acceptable if product was all the influencer received.
 - **Not Ok:** “Thanks Brand”
- Examples for social posts: FTC also requires that an approved disclosure hashtag be present in any social actions for which you have been compensated. Approved FTC disclosure hashtags include:
 - #sponsored
 - #paid
 - #ad
 - #advertisement
 - #BrandPartner
 - #BrandAmbassador
 - **Not Ok:** #spon, #collab, or any other abbreviated version is not clear and conspicuous. Neither are stand-alone terms such as #partner, #thanks or #ambassador.

Where to Disclose: The FTC requires your disclaimer to be **upfront and obvious** to the consumer. A disclosure in an About Me section or bio of a profile page is not enough. The disclosure must be upfront and obvious in the specific post. Also, do not assume a platform’s disclosure tool is enough.

Blog Posts: Disclosures should be incorporated before or within the first paragraph of your post.

Video Posts: In addition to disclosures made in share copy and/or captions, an on-screen text disclosure should be shown within the first 6 seconds of the video, then again periodically in any video that exceeds one minute in length. The disclosure should be clear in both audio and video formats of the video.

Social Posts: Disclosures should be visible in the feed, from a mobile device, without clicking “read more”.

- On Facebook: #ad should appear in the first 6 lines of text or 135 characters.
- On Instagram: #ad should appear in the first 3 lines of text or 100 characters.
- For Instagram or Snapchat stories, #ad should appear in the first frame and again in the final frame if the series exceeds more than 5 frames. Viewers should have enough time to notice and read the disclosure.
- On Twitter: #ad should appear in the first 140 characters

Multiple Hashtags: Please note that if you choose to utilize a hashtag disclosure, the **disclosure hashtag should be visibly separated from other hashtags** used in your post to ensure the reader does not miss it.

OKAY

Post copy about campaign lorem ipsum dolor sit amet, elit.
Etiam et dapibus dolor, vel maximus mi. #ad
#CampaignHashtag #OtherHashtag #OtherHashtag

NOT OKAY

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