

## 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** in exchange for public review;
- **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 Client. Although I have been compensated, all opinions are my own.*
- 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
- **Not Ok:** #spon (or any other abbreviated version) is not clear and conspicuous. Neither is #partner

**Where to Disclose:** FTC requires your disclaimer to be **upfront and obvious** to the consumer.

**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 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.

**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 220 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
- 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

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

More at: <https://www.ftc.gov/tips-advice/business-center/guidance/ftcs-endorsement-guides-what-people-are-asking>