

V2 Rater Guidelines: Instagram Commercial Content

Project Objective

Identify an Instagram Feed post's commercial intent and the post author's intent.

Basic Workflow

When you open the tool, you will see a series of content from accounts you follow or from public accounts.

For all posts, you will answer a series of questions about what is in the post.

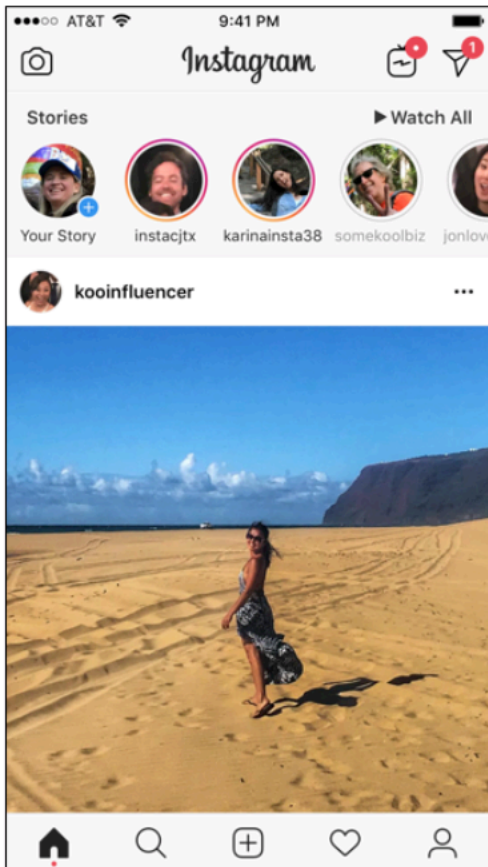
Specifically for posts from accounts you are following, you will answer additional questions about your opinion on a variety of dimensions. These questions will auto populate if you're rating posts from accounts you follow. For these additional questions, just be yourself and answer the questions honestly based on how you experience what you see. There is no judgment from us about how you feel about the post and how you see it.

Getting started

Things to do before rating content

Familiarize yourself with how to use Instagram.

This is your Instagram Home, where you find Stories and Feed Posts.



<- Stories from accounts you follow. You will ***not*** be rating this content.

<- Feed Posts from accounts you follow. You ***will*** be rating this content, and public Feed Posts you may not be following.

Familiarize yourself with where to look when answering questions about Feed posts:



Content review expectations

Do the following for each post:

- Always note everything pointed out above Feed Posts: Author Profile, Picture(s) or Video(s), Hashtags, @Mentions, and Tags
- Always expand caption and tap on the @Mentions and Tags, as needed, to answer the questions accurately.
- Always swipe to see all the photos / videos when there's a scroll indicator
- To answer some questions, you need to investigate to get more context (google/search the internet, tap on Author Profile, Tags, or @Mentions). Read the question guidelines carefully - it will tell you when you need to investigate! Spend a maximum of 60 seconds per post investigating - do not over analyze.

Do **not do the following**. If you don't know anything about the account, just base your decisions on what you're seeing **WITHOUT** doing the following. --

- Do NOT investigate unless you're asked to do so by the question! For the questions where you don't need to investigate, just base your decisions on what you're seeing on Instagram.
- Do NOT expand comments. Just look at what's shown without expanding.

How to use the rating tool

- [iOS Tool Instructions](#)
- [Android Tool Instructions](#)

Things to do While rating content

Reference these guidelines to ensure you understand what is being asked. Share feedback with your manager to let us know if you have feedback about our questions or tool.

If you come across content you believe should be reported, please report it as you would normally from seeing posts in your Feed. You can interact with the post in our tool as you can with any posts from Feed.

batch data

You will be reviewing 20 posts per batch.

rating timeline

Please ensure you are completing your entire batch before midnight (Pacific Standard Time) as it will reset to a new day.

QUESTIONS & GUIDELINES

Please pay extra attention to guidelines with ** in front!

QUESTION 1

What did you think of this post?

Strongly liked
Somewhat liked
Neither liked nor disliked
Somewhat disliked
Strongly disliked

Question 1 Guideline

Content Type: All

Choice Type: Single Choice

- Answer this question based on how much you'd like seeing the post if it appeared on your Instagram feed or explore page.

Question 2A & B

Is this post building awareness about any of the following?

brand, product, service
food or drinks
website
app or game
commercial location
event, event location
newspaper, magazine, book
business, corporation, organization, community
TV show, channel, streaming service
Movies
Music
None of the above

Question 2A & B Guideline

- **Content Type:** All
- **Choice Type:** Multiple Choice except None of the Above
- This is a multiple choice question, you can select more than one option.
- ****Building awareness** is when the subject is giving information about the brand, product, etc. Example: "@Restaurant is awesome for karaoke and the food is delicious!" is building awareness.
- ****Building awareness is NOT** when the subject is about the author primarily. Just mentioning the name of the business, product, service etc. without much context is NOT building awareness. It is also NOT building awareness if the author is sharing something about themselves or their life and the brand/product happens to be part of their experience. Example: If it's only saying "I'm singing in @restaurant", then it is NOT building awareness for the restaurant.
- What to check:
 - **Primarily picture / video:** what you'd typically notice the most
 - **Secondarily caption, mentions, tags, hashtags:** what you might notice secondarily
 - Do NOT overly focus on the **profile name or profile picture** as they contain little information other than the name.
- Select everything that that you believe applies to the post you're seeing --
 - ****brand, product, service:** goods and services that can be sold in exchange of money. Examples include but are not limited to: sporting goods, athletic wear, clothing, furniture, home decor, health/beauty, jewelry/watches, bags/apparel/shoes, kitchen/cooking, office supplies, patio/garden, phone/tablet, pharmaceuticals, software,

equipment, computers/electronics, household supplies, appliances, games, brand, cars

- **food or drinks**
- **website:** anything that is with a link / url
- **app or game:** applications that you can download to the mobile phones from application stores and online/console games
- **commercial location:** *venue, restaurant, theater, amusement park, museum*
- **event, event location:** *Any real world or virtual events, shows or openings like concerts, festivals, fitness centers, live shows, event in recreational parks/theaters, art galleries shows, museum openings, comedy/music club shows, sporting events/games*
- **newspaper, magazine, book:** online or offline publishers and anything that is published.
- **business, corporation, organization, community:**
 - Businesses or corporations from any size and industry from large and global establishments to smaller online or local establishments, sports clubs, non-profit organizations, local or global communities around causes
 - *Select this option if the post is building awareness about the overall company, not what it sells or produces. Example: Nikee, Inc. talking about Nikee as a company, not about Nikee athletic wear or shoes.*
- **TV show, channel, streaming service:** any show on TV channels and streaming services like dramas, comedies, talk-shows and channels or streaming services themselves like FOX, HBO, Netflix, CBS, etc.
- **Movies:** anything you can watch in theaters or at home
- **Music:** Includes but not limited to albums, songs, singles, playlists, Spotify, Apple Music, etc.
- **None of the above:** Select this option if the post isn't building awareness about any of the above.

QUESTION 3

If you mentioned that this post is building awareness for something, how clear is it doing so?

Very clear
Somewhat clear
Not at all clear
Not applicable

Q3 Guideline:

- **Content Type:** All
- **Choice Type:** Single Choice

- Answer this question only if you didn't select "none of the above" in the previous question, otherwise select "not applicable"
- Answer this question based on the amount of information and level of detail that you see in the post about the things that you selected in the previous question. The more information or detail it contains the more clear it is.
- If you selected more than one option in the previous question, answer this question based on the highest level of information or detail you see in the post.

QUESTION 4

Does this post ask, recommend, or suggest you do any of the following on Instagram?

Visit a profile page

View a post or story

Like, comment, share, or save a post

Engage with a hashtag/tag

Make a post or story

Follow an account

Send a direct message (DM)

Enter a giveaway

Some other action on Instagram

None of the above

Q4 guideline:

- **Content Type:** All
- **Choice Type:** Multiple Choice except None of the Above
- This is a multiple choice question, you can select more than one option.
- Only consider actions that are "ON or INSIDE OF INSTAGRAM APP".
- ****Asks, recommendations or suggestions contain words that trigger an action.** Examples: "visit..., check out..., like..., comment below/on..., share..., etc."
- ****Asks, recommendations or suggestions are NOT** when the subject is about the author primarily. Just mentioning the name of a profile page, post, story, etc. with NO action words do NOT count.
- Select everything that you believe applies to the post you're seeing --
 - **Visit a profile page:** The post asks, recommends or suggests you to visit an account's profile page on Instagram "check out their profile, visit @username's page"
 - **View a post or story:** The post asks, recommends or suggests you to view a feed post or story on Instagram "visit my latest post, go to my story"
 - **Engage with a post or story:** The post asks, recommends or suggests you to like, comment on, share, save a post or story on

- Instagram. "comment below about your opinions, like this if you've seen it, swipe up on my latest story"
- **Engage with a hashtag/tag:** The post asks, recommends or suggests you to view details of or tap through a hashtag or tag on Instagram. "check the brands tagged on the picture, look at the hashtag to see more"
 - **Make a post or story:** The post asks, recommends or suggests you to share a story or post on Instagram. "share your post with #hashtag"
 - **Follow an account:** The post asks, recommends or suggests you to start following an account on Instagram. "follow me/@username for more"
 - **Send a direct message (DM):** The post asks, recommends or suggests you to send a direct message on Instagram. "send me a DM"
 - **Enter a giveaway:** The post asks, recommends or suggests you to take some actions to enter a giveaway that is going to be held in a future date. "follow me and @username and like this photo to enter the giveaway, tag your two friends below to enter the giveaway, giveaway rules: -like this photo, - follow this account, etc."
 - ****Some other action on Instagram:** If the post asks, recommends, or suggests you to take some action that's not listed above, and the action is ON or INSIDE OF INSTAGRAM APP.
 - **None of the above:** Select this option if the post does NOT ask, recommend or suggest you to do anything ON or INSIDE OF INSTAGRAM APP.
-

QUESTION 5

If you mentioned that this post asks, recommends, or suggests you do something on Instagram, how clear is it doing so?

Very clear

Somewhat clear

Not at all clear

Not applicable

Q5 Guideline:

- **Content Type:** All
- **Choice Type:** Single Choice
- Answer this question only if you didn't select "none of the above" in the previous question, otherwise select "not applicable"
- ****Answer this question based on how forcefully you think the post is asking, recommending, or suggesting you do something on Instagram.**
- ****Answer this question based on the most clear ask, recommendation, or suggestion** if you selected more than one option in the previous question. For example; if there is one very clear suggestion and one not so clear suggestion, select "very clear".

QUESTION 6A & B

6A. Does this post ask, recommend, or suggest you do any of the following NOT on Instagram?

- Visit a website
- Click on the link in the bio
- Download an app
- Read, watch or listen to something
- Visit a place or attend an event
- Visit another social media platform
- Get involved in an organization or a community
- Contact a business or a person
- Some other action NOT on Instagram
- None of the above

6B. Does this post ask, recommend, or suggest you do any of the following NOT on Instagram?

- Buy something
- Get a discount
- Some other action NOT on Instagram
- None of the above

Q6A&B Guideline:

- **Content Type:** All
- **Choice Type:** Multiple Choice except None of the Above
- This is a multiple choice question, you can select more than one option.
- Only consider actions that are "OFF or OUTSIDE OF INSTAGRAM APP".
- ****Asks, recommendations or suggestions contain words that trigger an action,** and CAN be explicit or implicit.
 - **Explicit examples have clear action verbs:** "visit..., go to, purchase....., swipe up....., etc."
 - **Implicit examples don't have action verbs but are advocating how you can get something:** "pre-order....., available on....., now available....., etc."
- ****Asks, recommendations or suggestions are NOT** when the subject is about the author primarily. Just mentioning a website, an app, a video, etc. with NO action words do NOT count.
- Select everything that you believe applies to the post you're seeing --
 - **Visit a website:** The post asks, recommends or suggests you to visit a website or provides a link/address to the website. "go to example.com to see more, purchase on example.com, etc."
 - **Click on the link in the bio:** The post asks, recommends or suggests you to click on a website link in the bio section of a profile page on Instagram. "link in the bio, click the link in the bio"

- **Download an app:** The post asks, recommends or suggests you to download/update an app from an application store or provides information about how to find or how to download. "download my app 'xyz' on Android or iOS, the app is launched on iOS today, don't forget to update your app for the latest features, etc."
- **Read, watch or listen to something:** The post asks, recommends or suggests you to read an article/book/magazine or watch a video/movie or listen to a song/podcast/album etc. "my new single drops today, visit my Youtube channel for my latest video, swipe up to read the article, etc."
- **Visit a place or attend an event:** The post asks, recommends or suggests you to visit a place (restaurants, hotels, cities, countries, towns, museums, historical venues, touristic attractions, malls, etc) or attend an event (sporting events, concerts, parties, meet-ups, conferences, etc).
- **Buy something:** The post asks, recommends or suggests you to purchase a product or a service. "new shoes are available on our website, to register to the yoga class just DM me, etc."
- **Get a discount:** The post includes a discount information and recommends you to get it by purchasing a product or service. "use my discount code to get 10% off on your next purchase, there is a 10% discount in everything on our website"
- **Visit another social media platform:** The post asks, recommends or suggests you to visit/follow/watch/read something on a page or a profile on another social media platform. "Follow us on Facebook for updates, Subscribe to my Youtube channel, my latest video is on Tiktok, etc."
- **Get involved in an organization or a community:** The post asks, recommends or suggests you to join, support or get involved in an organization or a community.
- **Contact a business or a person:** The post asks, recommends or suggests you to call, text or e-mail a business or a person.
- ****Some other action NOT on Instagram:** If the post asks, recommends, or suggests you to take some action that's not listed above, and the action is OFF or OUTSIDE OF INSTAGRAM APP.
- **None of the above:** Select this option if the post doesn't ask, recommend or suggest you to do any of the above OFF or OUTSIDE OF INSTAGRAM APP.

QUESTION 7

If you mentioned that this post asks, recommends, or suggests you do something off Instagram, how clear is it doing so?

Very clear

Somewhat clear

Not at all clear

Not applicable

Q7 Guideline:

- **Content Type:** All

- **Choice Type:** Single Choice
 - Answer this question only if you didn't select "none of the above" in the previous question, otherwise select "not applicable"
 - ****Answer this question based on how forcefully you think the post is asking, recommending, or suggesting** you do something on Instagram.
 - ****Answer this question based on the most clear ask, recommendation, or suggestion** if you selected more than one option in the previous question. For example; if there is one very clear suggestion and one not so clear suggestion, select "very clear".
-

QUESTION 8

Who is the author of this post?

a person

not a person

Q8 Guideline:

- **Content Type:** All
 - **Choice Type:** Single Choice
 - Tap through the author's profile name to investigate if it is:
 - **A person:** An individual or professional who is representing themselves and not a business, corporation, organization, or community/aggregator.
 - Examples: known person, celebrity, influencer, photographer, author, public figure, entrepreneur, fashion models, journalist, government official, motivational speaker, musician, video creator, writer, content blogger, personal blogger, fitness trainer, yoga instructor, artist, stylist.
 - **Not a person:** Business, corporation, organization, community or aggregator
 - Business, corporation, organization: Businesses or corporations from any size and industry from large and global establishments to smaller online or local establishments, sports clubs, magazines, publishers, non-profit organizations, book pages, movie pages...
 - Community or aggregator: Community around or aggregator of content about known people, celebrities, interest topics etc. like funny-video accounts or sports blog that shows highlights from games or an account for inspirational quotes.
-

QUESTION 9A

Why do you think the author created this post?

The author is promoting their own business

The author is promoting another business

This post is shared for fun or social reasons, it's not promoting anything

It's unclear, I don't know

Q9A Guideline:

- **Content Type:** All
- **Choice Type:** Single Choice
- Select the option that you believe applies to the post you're seeing.
 - ****If you think the author of the post is advertising about or advocating for their own business, or product or service that they are selling, or a movie or a TV show that they are featured in, or the music album that they are releasing, or an event that they are involved in; then select "The author is promoting their own business"**
 - ****If you think the author is advertising about or advocating for another business, or their products/ services, or a music, movie, event, location that they are not directly involved in select "The author is promoting another business"**
 - If you think the author has shared the post for only social or entertainment purposes, without promoting or advertising anything, select **"This post is shared for fun or social reasons, it's not promoting anything"**
 - If you cannot tell why the author shared this post, select **"It's unclear, I don't know"**

QUESTION 9B

How clear is the purpose of this post?

Very clear

Somewhat clear

Not at all clear

Q9B Guideline:

- **Content Type:** All
- **Choice Type:** Single Choice
- Answer this question based on how clearly you think you can understand the reason behind why the author shared the post.

QUESTION 9C

What type of a relationship does this post represent between the author and the other entity (other business, product, service, etc.) in the post?

Employment relationship

Family or friend relationship
Commercial or business partnership
It's unclear, I don't know
Not applicable

Q9C Guideline:

- **Content Type:** All
- **Choice Type:** Single Choice
- Answer this question only if you think that there is a promotion (The author is promoting their own business or the author is promoting another business) in the post, otherwise select **Not applicable**
- *Investigate what's being promoted (tap @mention or tag and/or Google it) in the post and the author (tap on the author profile) to decide. Don't spend more than a minute. If it's still not obvious after a minute of investigation, then check "It's unclear, I don't know".*
- Select the option that you believe applies to the post you're seeing:
 - ****Employment relationship:** Joe Curry promoting Golden State Heroes sports team. Tapping on Joe's profile and top google searches of "Joe Curry Golden State Heroes" should reveal that Joe is on the Heroes sports team.
 - ****Family or friend relationship:** Joe Curry promoting book by his wife @Ashley. Check Joe and @Ashley's profiles, or do some Google search of their relationship. Top search results should clearly show that they're married.
 - ****Commercial or business partnership:** The author is promoting a business, product or service because of a commercial / business partnership. Examples: Nikee athletic-wear sponsoring Sabrina Williams, a pro-athlete. Nikee partnering with Mark Jord to make Jord-Nikee shoes. Sabrina Williams is featured on a TV show and she's promoting the show.

QUESTION 9D

Do you believe the author was compensated (paid, received a free gift, service etc.) to share this post?

Yes
No
Unsure

Q9D Guideline:

- **Content Type:** All
- **Choice Type:** Single Choice
- Select the option that you believe applies to the post you're seeing.
- If the post has the following, then select "yes":
 - The branded content tag "paid partnership with" under the account name
 - It has hashtags like #ad, #sponsored, #partner, #sp
 - It says "thanks to @business" or something similar

QUESTION 10

How similar is this post to what the account typically shares?

Very similar
Somewhat similar
Not at all similar

Q10 guideline:

- **Content Type:** All
- **Choice Type:** Single Choice
- Tap on the author profile and explore what the author typically shares for 30-60 seconds. Answer this question based on how similar or consistent you think this post is compared to what the author usually posts.
 - Example: Yoga teacher is the author, and her profile is consistently sharing posts about yoga classes and her personal life. If the specific post in the tool is about yoga classes or about her personal life, it is similar to what she usually posts. If the specific post in your tool is about some other topic, like beauty products, then it's not similar.

QUESTION 11

To what extent do you feel this post is an advertisement?

Very much
Somewhat
Not at all

Q11 guideline:

- **Content Type:** All
- **Choice Type:** Single Choice
- Think of the advertisements (sponsored posts) that you see on Instagram. Answer this question based on how similar you think the post is to an advertisement on Instagram.