

## Influencer Marketing FTC Guidelines

### **Federal Trade Commission Disclosures 101 for Social Media Influencers –**

<https://www.ftc.gov/business-guidance/resources/disclosures-101-social-media-influencers>

- Influencer must disclose that they have a financial relationship with a brand by using a disclosure within the message itself.
  - If endorsement is a picture, the disclosure must be on the photo and be clear enough for viewers to notice and read it.
  - If endorsement is a video, the disclosure must be in the video, and not just in the description uploaded with the video.
- Must use terms like “advertisement”, “ad”, or “sponsored”. It is fine, but not necessary, to include a hashtag with the disclosure such as #ad or #sponsored.
- You can’t talk about your experience with a product you haven’t tried.
  - I believe this means that the Influencer is going to need to open an account with us or use one of our products or services.