

# The **Do's** and **Don'ts** for Social Media Influencers

## FTC RECOMMENDATIONS



Clearly **DISCLOSE** when you have a financial or family relationship with a brand



Ensure your sponsorship disclosure is **HARD TO MISS**



Treat sponsored tags, including tags in pictures, **LIKE ANY OTHER** endorsement



On image-only platforms like Snapchat, **SUPERIMPOSE DISCLOSURES** over the images

## PRACTICES TO AVOID



**DON'T ASSUME** followers know about all your brand relationships



Don't assume disclosures **BUILT INTO** social media platforms are sufficient



Don't use **AMBIGUOUS DISCLOSURES** like "Thanks," #collab, #sp, #spon, or #ambassador



Don't rely on disclosures that people will see only if they **CLICK "MORE"**