

INFLUENCER BEST PRACTICES



To maximize your appeal to the widest range of brands, we recommend the following influencer best practices:

- Always use the Brand's product or service before you endorse the product or service. You can't talk about your experience with a product until you've tried it.
- Be honest. All statements about the Brand's product or service should reflect your honest opinion and experience
- Product or service demonstrations must be accurate.
- Do not make any dishonest or unsupported statements.
- Do not make deceptive or misleading claims about the Brand's product or services. If you thought the product was terrible, don't say that you loved it.
- Do not make statements about the products or services of the Brand's competitor.
- Do not say you are an expert or parent unless you really are.
- Do not defame or disparage any person or company.
- Do not publish private facts about any person without their consent.
- Always get a release from anyone appearing in your video or picture.
- Always get a release from anyone who shot video or took pictures for you.
- Do not use music in your video unless you have obtained permission.
- Do not express hatred, bigotry or racism or make offensive or hateful statements.
- Do not publish content that contains illegal drugs, guns or tobacco.
- Do not promote any unsafe or illegal activities.
- Do not post sexually explicit material.
- Comply with all applicable laws, rules and regulations.

If you have any questions, call Pfeiffer Law Corp at (310) 451-5800.

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**ENTERTAINING KNOWLEDGE
EXPERIENCED ENTERTAINMENT ATTORNEYS**