

PFEIFFER LAW

INSTAGRAM

DO	DON'T
<ul style="list-style-type: none">• Place disclosure at the beginning of the description and before the “more” button	<ul style="list-style-type: none">• Put disclosure at the very end of the post description.
<ul style="list-style-type: none">• Use the hashtags #sponsored, #ad, or #paid to disclose partnership	<ul style="list-style-type: none">• Bury disclosures among other hashtags.
<ul style="list-style-type: none">• Use the phrases “sponsored by...” and tag the sponsoring brand in the post description	<ul style="list-style-type: none">• Use the phrase “Partnering with...” or “Collaborating with...”
<ul style="list-style-type: none">• Include additional proper disclosures when using the paid partnership tag	<ul style="list-style-type: none">• Rely on the paid partnership tag only

Disclosures are required whenever an influencer is receiving an incentive or there is a familial relationship to a mentioned company, including: employment, financial compensation, free or discounted products, trade, gifts, free or discounted admission