

**PFEIFFER LAW**

**ACROSS ALL PLATFORMS**

<b>DO</b>	<b>DON'T</b>
<ul style="list-style-type: none"><li>• Clearly disclose when you have a financial or familial relationship with a brand.</li></ul>	<ul style="list-style-type: none"><li>• Assume that followers know about all of your brand relationships.</li></ul>
<ul style="list-style-type: none"><li>• Ensure your sponsorship disclosure is hard to miss.</li></ul>	<ul style="list-style-type: none"><li>• Assume disclosures built into social media platforms are sufficient.</li></ul>
<ul style="list-style-type: none"><li>• Treat sponsored tags like any other endorsement.</li></ul>	<ul style="list-style-type: none"><li>• Use ambiguous disclosures like #thanks, #collab, #sp, #spon, or #ambassador.</li></ul>
<ul style="list-style-type: none"><li>• Place disclosure-hashtags at the beginning of the description or blog post (above the fold at the very minimum).</li></ul>	<ul style="list-style-type: none"><li>• Place disclosure-hashtags at the end of the description, requiring users to click “more” to see the disclosure or hide hashtags among other hashtags or in a hyperlink.</li></ul>
<ul style="list-style-type: none"><li>• Make disclosures clear &amp; conspicuous in a font easy to read and in a color that stands out.</li></ul>	<ul style="list-style-type: none"><li>• Make disclosures the same color as the background.</li></ul>

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