

**PFEIFFER LAW**

**SNAPCHAT AND INSTAGRAM STORIES**

<b>DO</b>	<b>DON'T</b>
<ul style="list-style-type: none"><li>• Superimpose disclosures over the images/ video content.</li></ul>	<ul style="list-style-type: none"><li>• Bury the disclosure in content.</li></ul>
<ul style="list-style-type: none"><li>• Disclosures should be on the first snap of story with ongoing disclosures if the endorsement post continues for multiple snaps / stories / posts.</li></ul>	<ul style="list-style-type: none"><li>• Place disclosure at the end of a Snapchat story.</li></ul>
<ul style="list-style-type: none"><li>• Verbally as well as visually disclose sponsorship if content is a video.</li></ul>	<ul style="list-style-type: none"><li>• Fail to verbally disclose sponsorship if content is a video.</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