

**PFEIFFER LAW**

**HASHTAGS**

<b>DO</b>	<b>DON'T</b>
<ul style="list-style-type: none"><li>• #Sponsored</li></ul>	<ul style="list-style-type: none"><li>• #Spon / #Sp</li></ul>
<ul style="list-style-type: none"><li>• #Ad</li></ul>	<ul style="list-style-type: none"><li>• #Collab / #Collaboration</li></ul>
<ul style="list-style-type: none"><li>• #Paid</li></ul>	<ul style="list-style-type: none"><li>• #Partner / #Thx / #Thanks</li></ul>
<ul style="list-style-type: none"><li>• #Sweepstakes</li></ul>	<ul style="list-style-type: none"><li>• #Sweeps</li></ul>
<ul style="list-style-type: none"><li>• #Contest</li></ul>	<ul style="list-style-type: none"><li>• #Ambassador</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

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EXPERIENCED ENTERTAINMENT ATTORNEYS**