

**PFEIFFER LAW**

**INSTAGRAM**

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