



SNAPCHAT AND INSTAGRAM STORIES

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

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