

For sponsorships on social media and with influencers.
For more information visit [FTC.gov](https://www.ftc.gov).

DISCLOSURE GUIDELINES BY PLATFORMS

YOUTUBE

Dos

- ✓ Disclosure must be verbal (but can also include written). It should be close to the beginning of video.
- ✓ Use words or phrases that are clear, such as “Sponsored by...,” “Paid Advertisement,” or “Sponsored Advertising Content.”
- ✓ Include sponsorship information above the “show more” button in the description box.
- ✓ For written disclosure, the text must remain on screen long enough to be read and understood.

Don'ts

- ✗ Use ambiguous phrases like “Thanks to...” Disclosure should be clear and straightforward.
- ✗ Attempt to hide written disclosure at the bottom of the video description.
- ✗ Make written disclosure too brief to be read or make them the same color as the background.
- ✗ Fail to include written and/ or verbal disclosure within the video itself.

INSTAGRAM

Dos

- ✓ Place disclosure at the beginning of the description and before the “more” button.
- ✓ Use the hashtag #sponsored, #ad, or #paid to disclose partnership.
- ✓ Use the phrase “Sponsored by...” and tag the sponsoring brand in the post description.

Don'ts

- ✗ Bury disclosure among many other hashtags or at the end of description.
- ✗ Use #sp, #spon, #partner, #collaboration, or other hashtags that don't clearly convey sponsorship.
- ✗ Use the phrase “Partnering with...” or “Collaborating with...”
- ✗ Include disclosure in a comment instead of in the post description.

TWITTER

Dos

- ✓ Include #sponsored, #ad, or #paid at the beginning of a sponsored tweet.
- ✓ Tag the sponsoring brand when applicable.

Don'ts

- ✗ Use ambiguous or unclear hashtags like #spon, #sp, #partner, or #collaboration.
- ✗ Place the disclosure at the end of the sponsored tweet.



BLOGS

Dos

- ✓ Write disclosure clearly and in an easy-to-read font.
- ✓ Use the phrase “This post is sponsored by...”
- ✓ Place disclosure at the beginning of a sponsored blog post.

Don'ts

- ✗ Disclose sponsorship at the end of the blog post.
- ✗ Use unclear or ambiguous terms to denote sponsorship, such as “Collaboration with...” or “Thanks to my friends at...”

FACEBOOK

Dos

- ✓ Disclose sponsorship at the beginning of the post's description.
- ✓ If using hashtags, use #sponsored, #ad, or #paid and tag the brand.
- ✓ If sponsored Facebook content is a video, disclose sponsorship either verbally or in writing.

Don'ts

- ✗ Use phrases or hashtags that are unclear, such as #spon, #sp, #collaboration, #partner, “Thanks to...,” or “Video made possible by...”
- ✗ If sponsored content is a video, don't fail to include sponsorship within the video itself.

FACEBOOK LIVE

Dos

- ✓ Disclose sponsorship verbally at the beginning of the video.
- ✓ Include disclosure in the video description in clear terms.
- ✓ If using hashtags, use #sponsored, #ad, or #paid and tag the brand.

Don'ts

- ✗ Fail to disclose sponsorships within the video itself.
- ✗ Fail to clearly disclose sponsorship in the video description.
- ✗ Use ambiguous words or phrases such as #sp, #spon, #collaboration, #partner, “Thanks to...,” or “Video made possible by...”

DISCLOSURE LANGUAGE

HASHTAGS

Dos

- ✓ Use #sponsored, #ad, #paid, or any hashtag that clearly conveys sponsorship.
- ✓ Place disclosure hashtag at the beginning of description or blog post.

Don'ts

- ✗ Use #spon, #sp, #partner, #collaboration, or any other hashtag that doesn't clearly convey the nature of the sponsored content.
- ✗ Place hashtag at the end of description requiring the user to click “more” to see disclosure, and don't hide the disclosure among many other hashtags.



DISCLOSURE LANGUAGE CONTINUED

VERBAL

Dos

- ✓ Say “This post is sponsored by...” or other phrases that clearly convey sponsorship.
- ✓ Verbally disclose at the beginning of sponsored content.

Don'ts

- ✗ Say “Thanks to..” or other phrases that don't clearly denote the relationship between the brand and social influencer.
- ✗ Verbally disclose at the end of sponsored content (unless you did it at the beginning too).

WRITTEN

Dos

- ✓ Write “This post is sponsored by...” in words that are clear, visible, and in a different color than the background color.
- ✓ Place the disclosure at the top/ beginning of sponsored social media content.
- ✓ For videos, written disclosures must remain on the screen long enough to be read and understood.

Don'ts

- ✗ Use written phrases that are unclear such as “Thanks to...” or “Made possible by...”
- ✗ Make disclosures difficult to read or understand.
- ✗ For videos, include written disclosures that are too brief to be read and/ or understand.

LINKS

Dos

- ✓ Include links to sponsored content that is properly disclosed.

Don'ts

- ✗ Include links to the sponsoring brand's website with unclear phrasing or no indication of sponsorship.

LANGUAGE

Dos

- ✓ “Sponsored by...” • “Paid for by...” • “This product was given to me by...”

Don'ts

- ✗ “In partnership with” • “Thanks to...” • “In collaboration with...”

**ALWAYS BE AS CLEAR AS POSSIBLE IN YOUR DISCLOSURES.
YOUR READERS/FOLLOWERS/VIEWERS MUST BE ABSOLUTELY SURE OF YOUR MOTIVES.
WHEN IN DOUBT: DISCLOSE.**

This document is our interpretation of legal guidelines from the FTC. Consult your lawyer for legal advice.