



FTC GUIDANCE

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M A Y 2 0 1 7



TRANSPARENCY

influencer marketing

TRUST

the currency of social



TO KNOW YOU IS TO TRUST YOU



trust sponsored content from bloggers they know, and don't trust sponsored content from bloggers they don't know!



have no problem with sponsored content on blogs they know and love.

TRANSPARENCY IS PARAMOUNT

to maintaining trust

| WAYS INFLUENCERS REMAIN AUTHENTIC WITH PAID ENDORSEMENTS | ALL INFLUENCERS |
|--|-----------------|
| I acknowledge when a recommendation/post is a paid endorsement | 86% |
| I only endorse brands/products that I actually like and believe in | 78% |
| I focus on endorsing products that I believe will interest my followers/readers | 74% |
| I work the recommendations into topics I already write about, so that they feel natural in context | 72% |
| I don't accept paid endorsement opportunities when I don't feel good about the product or brand | 69% |
| I only endorse brands that stand for something I feel good about | 53% |
| I only endorse products that in a category that aligns with my expertise | 52% |
| I only endorse brands that align with my persona on social media | 50% |
| I give the product/service away to my readers/followers | 31% |

FTC DISCLOSURE

what you need to know



**FTC
REQUIREMENTS**

**YOUR
OBLIGATIONS**

**DISCLOSURE
GUIDANCE**



FTC REQUIREMENTS



If **PAID** Content
Doesn't
Look Like Advertising,
You Must Disclose.

That Means **ALL**
Sponsored Work.



FTC REQUIREMENTS

checklist: when must we disclose?



ENDORSEMENT



**COMPENSATION
OR
FREE PRODUCT**

FTC REQUIREMENTS

checklist: who is responsible?



**ADVERTISERS
(AND THEIR
AGENCIES)**

INFLUENCERS

**PUBLISHERS
(BIG AND
SMALL)**

FTC REQUIREMENTS

what types of content are covered?

- ✓ BLOG POSTS
- ✓ SOCIAL POSTS
- ✓ NATIVE ADS
- ✓ VIDEO/AUDIO
- ✓ BRANDED CONTENT



Waste-Free Menu Planning With FoodLion: 5 Dinners 1 Bag

This post is sponsored by [Food Lion](#) and [SheKnows Media](#)

Last month I deep cleaned my fridge and discovered a bag of organic spinach that was starting to get slimy. Trashed it. Next, a couple of bell peppers that I totally forgot about and now had black spots. Trashed it. And then oh snap, when did I buy this onion that's now sprouting?! Yikes!! In the trash it went.

Can you relate?

Sadly, I was starting to see a pattern in my family of wasting fresh foods. Somewhere between homeschooling and new business projects, I'd fallen off of my tried & true menu planning routine. I was grocery shopping on random days, getting duplicates of things because I hadn't checked my kitchen inventory first and was just totally unorganized. We were wasting food (money) left and right. It HAD to stop!



THE 3 MAIN DISCLOSURE REQUIREMENTS



**1. CLEAR AND
EASY TO
UNDERSTAND**

**2. NEAR THE
ENDORSEMENT**

**3. AVAILABLE
WITH THE
ENDORSEMENT
IN ALL FORMS**

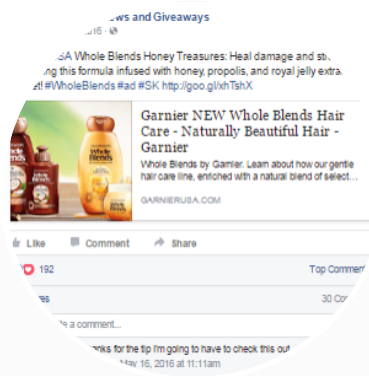


CLARIFICATIONS FROM THE FTC

specific guidance



The FTC prefers disclosure at the **TOP** or **BEGINNING** of content



#spon and #collab have been called out as INSUFFICIENT.

FTC prefers
#sponsored and
#ad in social;

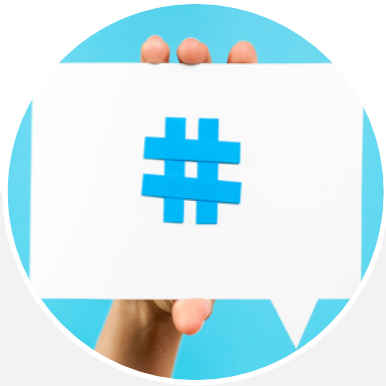
Sponsored Post /
Video in content



Video must include a disclosure **WITHIN** the video, at the beginning. This can be visual or audio.

MY ADVICE

disclaimer: I AM NOT A LAWYER



You can disclose contextually, within the content, but a hashtag or disclosure statement at the beginning is foolproof.



If you ask yourself, should I disclose in this post? the answer is **YES**.
There is no such thing as too much disclosure.



A site-level disclosure policy is a good idea but doesn't replace disclosure on the specific sponsored post.

BONUS: DID YOU KNOW?

The FTC Endorsement Guidelines also require that
ADVERTISING CLAIMS BE ACCURATE.

What This Means For **BRANDS :**

- Brands should provide influencers with comprehensive and accurate information about the products and services to be promoted.
- Make sure the influencers understand they are to share their experience/opinion of the product
- When possible, review content prior to publication so you can get any factual errors fixed. If that is not possible, monitor carefully.
- You or your influencer marketing partner should have documented policies and enforcement practices to show that you are complying with the requirements.

What This Means For **INFLUENCERS :**

- Brands should provide influencers with information about the products they want you to endorse. If they don't, ASK!
- Make sure you understand the information provided. If you don't, ASK!
- Understand the difference between your experience/opinion, and actual facts or product claims. Don't make claims about products. Stick to your own opinion.
- If you get something wrong, be prepared to make a correction. Even post-publication.

BONUS: RESOURCES

FTC FAQ

<https://www.ftc.gov/tips-advice/business-center/guidance/ftcs-endorsement-guides-what-people-are-asking>

WOMMA Guidelines

<https://womma.org/free-womm-resources/>

THE BOTTOM LINE

Don't waste time trying to come up with ways to avoid disclosing sponsored content.



**SPEND YOUR TIME CREATING AMAZING
CONTENT THAT CUSTOMERS WILL LOVE,
SPONSORED OR NOT.**