Things That Make Us Go Hmmmmmmmm --- Influencers, Employees and Customer Endorsements

May 21, 2018
maybelline Brb, crying because @mannymua733 just broke our hearts with this face beat. He's wearing the new #dreamvelvet foundation. #mnyiitlook

load more comments

-_sxnxm_ 🥺@mrs._right1.0
canmc187ers Omg @xsena.drmx
almz.14 He slays!! @mannymua733
suitnokyy Jsjd @merve._ylimz yeni yüzü bak ksjsjs
sanazesmaelli 🤡@amirkhlaghi @payamdds joooooooo

cynoralemos @amey1224
nativeugrrr 😈😈
v_pratima @simran_likhari kriti sanon

chiaraferragni So excited to be working on something super new to me: becoming a costume designer for “A legend of beauty”, the new Intimissimi on ice show □ #alegendofbeauty #ChiaraxIntimissimi #ad @intimissimiofficial

carica altri commenti

paolablanca1971 congratulazioni per questa bellissima esperienza

teverdeepasticci https://twitter.com https://twitter.com Curiosat!!
eleanoranieri Beata te..ce gente che studia una vita per andare poi a fare l'hostess o la commessa

manuelmo 🙏 wart in breve al lume

Friskies

Place a 147.362 persone
14 ORE FA
Aggiungi un commento...
FTC Pen Pals
kourtneykardash
@kourtneykardash

Back to my morning routine. I’m starting the day wth @fittea. Tea time!

khloekardashian
@khloekardashian

Love starting my day like this! Pre gym, post gym, afternoon pick me up... @fittea always does the trick!!!
kimkardashian Finally found @fittea shakes for protein, fiber, and probiotics. Perfect after my workouts 🏋️♀️ Fit Shakes tastes amazing #ad

Load more comments

stephaniapazos @sophia_pazos
mnogochastya восемь
gmspdr @isabelam80
jasa_pembuatan_patung_ Iki lho00 @dhita_o
crowntheyounglady So this is two bundles @babs_beauty
pamelajandesfano @ljgemmell this cut and length 🧬 לקחת

toshiro5060 Just saw this on your latest episode of kuwtk
cucklechucklelovevision Lol this ad is so fake

❤️

1,611,061 likes

MAY 22

Add a comment...
kimkardashian Finally found @fittea shakes for protein, fiber, and probiotics. Perfect after my workouts 🍓 Fit Shakes tastes amazing #ad
When Do I Have to Disclose?

• Any “Material Connection”
  – Payment
  – Free product or services
  – Sweepstakes entry
  – Other things of value
  – Travel
  – Other business, family or other close relationship to seller
  – Employee relationship

• That would not be expected
heidiklum Guess what i am doing today 😋

load more comments

jui_swagi Bitte
elisa_fabienne Cool
marciano74 Ich will auch eine 🙏🙏
frauelingg Ich will ein 🍩 von meiner Tochter 😊👍
jhessyleicia Sdv ult
lina.sewing @annasophie_love 3 mal Werbung unter diesem Bild. ... und noch nicht mal nen Bild geostet sondern

Log in to like or comment.
heidiklum: This is NOT a sponsored Dunkin Donuts post ....and I did NOT get paid for this !!!!
carolinemanzo Keeping on my healthy kick in the kitchen tonight with @hellofresh. Since all the fresh ingredients are pre-measured for perfectly portioned meals, I don’t have to think about meal planning and can just start cooking! Love that I have @hellofresh to switch it up when I just don’t have the time to grocery shop and meal prep. Give it a try with my code "FreshCaroline" for $35 off your first healthy week at hellofresh.com #fallmeals #healthy #hellosfreships #sp
meal prep. Give it a try with my code “FreshCaroline” for $35 off your first healthy week at hellofresh.com fallmeals healthy hellofreshpics sp
lindsaylohan #cannes ☺☺☺ #chakra #blessed #LohanJewelry @ssh_maritime
Just in time for Mother’s Day or your next vacation, you can use code RINNA for 15% off yours. #thankyouteam! #teamipartner
letthelordbewithyou Getting my teeth 4th of July ready! @pearlywhitesaustralia introduced me to coconut & charcoal infused whitening strips! Check out pearlywhitesaustralia.com #nosensitivity #ad @pearlywhitesaustralia
Disclosures Need to be Unavoidable

• Early: Ideally placed at beginning of longer post.
• Grabs the Attention:
  • Not in middle of or at end of list of # or @ terms.
  • Not “below the fold” or after “read more”
    • On Instagram this is in first 3 lines
• Where viewers likely to look: if a video then in the video
• Often: Disclosure with any teasers or links or social posts driving viewers to the post. Repeat disclosures for streamed content
Here you go, at 4pm est, write the below.

Caption:
Keeping up with the summer workout routine with my morning @booteauk protein shake!
Thanks but No Thanks

jlo #TBT to my Birthday weekend in Vegas!! Thanks again @vodkaBella
#vodkaBella

load more comments

elmansouri_hassan Bon fotooo
kimberlysalas.13 BEAUTIFUL
2016alirezatehran Hi
lorenasantiagomusic 👍👍👍😊
jswing415 Missed your Birthday! HappyBirthday
passionatelove7771 Wow looking steamy hot Mami
passionatelove7771 Also late happy b-day
passionatelove7771 When is your birthday anyway?
Emrata Thanks @nipandfab for these insane glycolic night fix pads. Ready for my bday week @cvspharmacy @mrsrodial nipandfab
emrata Thanks @nipandfab for these pads. #ad @cvspharmacy @mrsrodial #nipandfab

load more comments

gabry_annunziataaa Bruttina
jannelle.zamora @dellllaaaaa
annyaaaforbes @yuhan_perera

william_naim @emrata Hey How are u ?? I follow you for a long time, I want to congratulate you for what you do and the image that you arrive to give people through the social networks. You inspire me very much, I am jewelry designer my brand is @myjewelerisw and I would love to be able to get in touch with you to send you jewels from my collection. I guess you have to be much asked .. but I try my luck .. thank you so much continues like that .. 🙏💕

emrata Thanks @nipandfab for these pads. #ad @cvspharmacy @mrsrodial #nipandfab
Kim Kardashian OMG. Have you heard about this? As you guys know my 
#morningsickness has been pretty bad. I tried changing things about my lifestyle, 
like my diet, but nothing helped, so I talked to my doctor. He prescribed me 
#Diclegis, I felt a lot better and most importantly, it’s been studied and there 
was no increased risk to the baby. I’m so 
excited and happy with my results that 
I’m partnering with Duchesnay USA to 
raise awareness about treating morning sickness. If you have morning sickness, 
be safe and sure to ask your doctor 
about the pill with the pregnant woman 
on it and find out more

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What About “Paid Promotion” on YouTube?

Is there a feature that can help me inform viewers about Paid Promotion in my videos?

Yes. We now offer an additional feature that enables creators to opt-in to a visible disclosure for viewers, which appears as a text overlay for the first few seconds when a viewer watches the video.

You can choose to add the paid promotion disclosure to any new or existing videos without having to upload a new video. If you add the paid promotion disclosure to an existing video, the video will keep its view count and other video metrics.

Use the paid promotion disclosure feature by following these instructions:

1. For any new or existing video that contains Paid Promotion, follow the steps above to check the "video contains paid promotion" box.
2. You'll see a second checkbox that says Help me inform viewers of paid promotion by adding a disclosure to this video.
3. Check this box to add a 10-second text disclosure on your video that says "Includes paid promotion."
4. Viewers will see this when they start watching the video on a computer or the latest version of the YouTube mobile app.

Note: Even if you use the paid promotion disclosure feature, keep in mind that different jurisdictions have various requirements for creators and brands involved in Paid Promotion that may require you to do more, so be sure to check and follow applicable laws.
Facebook/Instagram “Paid”

StyleNow Feed with Jasper’s Market
Yesterday at 10:14 PM · Paid

Getting ready for rainy season with some super cool apparel.
Mikaela Shiffrin (Alpine Skiing) and Visa

Uses Instagram disclosure tool #ad
## Current Best Practices

<table>
<thead>
<tr>
<th>Naughty List</th>
<th>Nice List</th>
</tr>
</thead>
<tbody>
<tr>
<td>[brand]ad</td>
<td>Ad, advertising, paid advertising, [Brand]Ad</td>
</tr>
<tr>
<td>Sp, spon</td>
<td>Sponsored</td>
</tr>
<tr>
<td>Partner</td>
<td>[Brand]Partner [Brand]_Partner</td>
</tr>
<tr>
<td>Thanks, Thank You, Thanks[Brand]</td>
<td>Thanks [Brand] for gifting me/Thanks[Brand] for the free [detail the stuff given]</td>
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<tr>
<td>[Brand]</td>
<td></td>
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<td>Platform disclosure alone</td>
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Whose Problem Is This?

- FTC has jurisdiction over anyone who participates in the “creation or dissemination of advertising” or anyone who “directly or indirectly” participates in presenting a commercial message
  - Marketers/Brands
  - Ad agencies
  - PR agencies
  - Affiliate marketers
  - Publishers/Media companies
  - Endorsers
UGC: Fit Tea (NAD #6042)

Chlooooejade
@Chlooooejade

I found Fit Tea and instantly had less food cravings during the day and more energy! It helped me cut a ton of weight and along with eating cleanly and working out, Fit Tea helped me drop weight and get in the best shape of my life.