Dos and Don'ts: Best practices for advertising disclosures

Is the disclosure clear?

✓ State that your content includes advertising. Do this in the language of the post/video

✓ Use clear disclosure labels and hashtags (e.g. #advertising; #advertisement)

✓ Label each individual post/reel/story

✓ Use the disclosure features available on social media platforms (e.g. 'paid partnership with') when available

✗ Thank the brand for an experience, gift, ride, etc.

✗ Use unclear hashtags (e.g. #gifted; #partner; #ambassador)

✗ Disclose only in your bio/profile

✗ Tag the brand only

Is the disclosure visible?

✓ Disclose advertising in writing

✓ Place disclosure labels and hashtags at the beginning of the caption or on the first screen

✓ Use colors that are salient enough for your disclosures to be visible against your background

✗ Disclose advertising only orally

✗ Place disclosures behind 'read more' or at the end of the post description requiring scrolling

✗ Hide your written disclosures or platform toggles by using background colors that to make them invisible or barely visible

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