

Date: [Insert Date]

To: [Content Creator Name/Handle]

From: [Brand/Company Name] Compliance Department

Subject: ADVISORY: Federal Trade Commission (FTC) Endorsement Compliance Requirements

Dear [Content Creator Name],

This letter serves as a formal advisory regarding the legal requirements for disclosing sponsored content and brand partnerships. As a partner representing [Brand Name], it is mandatory that your content adheres to the FTC's "Guides Concerning the Use of Endorsements and Testimonials in Advertising."

To ensure full compliance for all future posts related to our brand, please adhere to the following guidelines:

- **Clear and Conspicuous Disclosure:** You must disclose your relationship with [Brand Name] in a way that is easy to notice and understand.
- **Placement:** Disclosures must be placed "above the fold" or at the beginning of the caption. They should not be hidden in a group of hashtags or require the user to click "more" to see them.
- **Standardized Language:** Use clear terms such as #Ad, #PaidPartnership, or #Sponsored. Avoid ambiguous terms like #Collab, #Spon, or #Ambassador.
- **Video and Audio:** For video content (Stories, Reels, TikTok), the disclosure must be superimposed on the video for a sufficient duration and, if applicable, stated verbally.
- **Platform Tools:** Always utilize the built-in "Paid Partnership" labels provided by the social media platform in addition to your written disclosure.
- **Honest Opinions:** All claims made about the product must reflect your honest opinion and actual experience.

Please be advised that failure to include appropriate disclosures may result in the immediate removal of the content and the potential termination of our partnership agreement.

If you have any questions regarding how to implement these disclosures for upcoming campaigns, please contact your account manager immediately.

Sincerely,

[Your Name/Signature]

[Your Title]

[Company Name]