

**Date:** [Insert Date]

**To:** [Influencer Name/Representative]

**Via:** [Email Address/Mailing Address]

**Subject: Advisory Notice Regarding FTC Endorsement Guidelines and Disclosure Requirements**

Dear [Influencer Name],

We are writing to provide you with an advisory notice regarding the Federal Trade Commission (FTC) guidelines concerning endorsements and testimonials by influencers. As a partner of [Company Name], it is essential that your social media content remains in full compliance with federal regulations to ensure transparency for your audience.

The FTC requires that if there is a "material connection" between an endorser and an advertiser, that connection must be clearly and conspicuously disclosed. A material connection includes business or family relationships, monetary payment, or the receipt of free products.

**Mandatory Disclosure Requirements:**

- **Placement:** Disclosures must be placed where they are easily noticed and unavoidable. They should not be hidden in a "more" clickable tab, at the bottom of a long caption, or buried in a string of hashtags.
- **Clarity:** Use clear language such as "Ad," "Paid advertisement," or "Sponsored." On video platforms, the disclosure should be superimposed over the video and/or spoken audibly.
- **Platform Tools:** While platform-provided disclosure tools (e.g., "Paid Partnership with...") are helpful, the FTC often requires additional written or verbal disclosures within the content itself to ensure sufficiency.
- **Honesty:** You may not talk about an experience with a product you have not tried, and you cannot make claims about a product that cannot be substantiated by the advertiser.

Please review your recent and upcoming posts for [Company Name] to ensure they meet these standards. Failure to comply with FTC guidelines can result in legal action against both the brand and the individual influencer.

We value our partnership and appreciate your cooperation in maintaining the highest standards of marketing ethics. If you have any questions regarding how to format your disclosures, please contact [Point of Contact Name] at [Email Address].

Sincerely,

[Your Name/Title]

[Company Name]

[Legal/Compliance Department]