

[Agency Name]
[Agency Address]
[City, State, Zip Code]
[Date]

[Influencer Name/Talent Management Name]
[Address]
[City, State, Zip Code]

RE: MANDATORY COMPLIANCE ADVISORY - ENDORSEMENT DISCLOSURE REQUIREMENTS

Dear [Influencer Name],

This letter serves as a formal advisory regarding the legal requirements for social media endorsements and sponsored content. As part of our commitment to ethical marketing and consumer protection, [Agency Name] requires all partner influencers to strictly adhere to Federal Trade Commission (FTC) guidelines and relevant advertising standards.

To ensure full compliance for all upcoming campaigns, you must follow these mandatory disclosure protocols:

- **Clear and Conspicuous Disclosure:** All sponsored posts, stories, and videos must include a clear disclosure of your "material connection" to the brand (e.g., payment, free products, or affiliate links).
- **Placement:** Disclosures must be placed where they are easily noticeable. They should not be hidden in a "see more" tab, buried in a string of hashtags, or placed at the very bottom of a caption.
- **Language:** Use simple and unambiguous terms such as #Ad, #PaidPartnership, or #Sponsored. For video content, the disclosure must be superimposed on the screen for a sufficient duration and/or spoken verbally.
- **Platform Tools:** Utilize built-in platform disclosure tools (e.g., Instagram's Paid Partnership label) in addition to written disclosures in the caption.
- **Honest Opinions:** You must only provide honest assessments of the product. You cannot make claims about a product that cannot be substantiated or that you have not personally experienced.

Please be advised that failure to comply with these disclosure requirements may result in the immediate suspension of our current agreement, withholding of payment, and potential legal liability from regulatory bodies.

Please acknowledge receipt of this advisory and your commitment to these standards by signing below or replying via email.

Sincerely,

[Sender Name]
[Title]
[Agency Name]

Acknowledgment:

I have read and understand the Compliance Advisory requirements stated above.

Signature: _____ Date: _____