

**Date:** [Insert Date]

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

**From:** [Company/Agency Name]

**Subject:** MANDATORY COMPLIANCE ADVISORY: Social Media Endorsement Disclosures

Dear [Influencer Name],

This letter serves as a formal advisory regarding the legal requirements and brand guidelines for your upcoming social media campaign for [Product/Brand Name].

To ensure full compliance with Federal Trade Commission (FTC) guidelines and local advertising standards, you are required to adhere to the following disclosure protocols for all sponsored content:

- **Clear and Conspicuous Disclosure:** All posts must include a clear disclosure of your material connection to the brand (e.g., #ad, #sponsored, #[Brand]Partner).
- **Placement:** Disclosures must be placed "above the fold" or at the beginning of a video. They must be visible without the user having to click "more" or scroll down.
- **Platform Tools:** You must utilize the built-in "Paid Partnership" labels provided by platforms like Instagram, TikTok, and YouTube in addition to written hashtags.
- **Honest Opinions:** All endorsements must reflect your honest opinions and experiences. You may not make specific claims about the product that cannot be substantiated.
- **Visual Overlays:** For video content (Stories, Reels, Shorts), the disclosure must be superimposed on the video for a sufficient duration to be read by the viewer.

Failure to follow these compliance measures may result in a request to edit or delete the post, withholding of payment, or immediate termination of our partnership agreement.

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

Sincerely,

[Your Name/Signature]

[Your Title]

[Company Name]