

[Company Letterhead/Logo]

[Date]

[Influencer Name]

[Influencer Address/Handle]

[City, State, Zip Code]

RE: ADVISORY NOTICE - Noncompliance with Endorsement Disclosure Requirements

Dear [Influencer Name],

This letter serves as a formal advisory regarding your recent social media post(s) dated [Date of Post] featuring [Product/Brand Name] on [Platform Name].

Upon internal review, it has been determined that the content does not currently comply with [Federal Trade Commission (FTC) or relevant local authority] guidelines regarding clear and conspicuous disclosure of a material connection. Specifically, the following issue was identified:

- [Insert specific issue, e.g., Missing #ad or #sponsored tag]
- [Insert specific issue, e.g., Disclosure hidden "below the fold" or in a cluster of hashtags]
- [Insert specific issue, e.g., Audio disclosure missing in video content]

Required Remediation Steps:

To ensure continued partnership and regulatory compliance, we require you to take the following actions within [Number] hours:

1. Edit the caption/description to include a clear disclosure (e.g., "#Ad" or "[Brand] Ambassador") at the very beginning of the post.
2. Ensure the disclosure is visible without the user having to click "more."
3. Confirm via email once these updates have been implemented.

Failure to remediate these posts or future instances of noncompliance may result in the suspension of current campaigns and/or termination of our partnership agreement.

Please refer to our "Influencer Disclosure Guidelines" attached to this letter for future reference. If you have any questions regarding how to properly label your content, please contact [Contact Person Name] at [Email Address].

We value our relationship and appreciate your immediate attention to this matter.

Sincerely,

[Your Name]
[Your Title]
[Company Name]