

**Date:** [Insert Date]

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

**From:** [Brand/Company Name] Compliance Department

**Subject:** Post-Campaign Audit: Influencer Marketing Endorsement Compliance Advisory

Dear [Influencer Name],

This letter serves as a formal advisory following the post-campaign audit of the [Campaign Name] marketing initiative conducted between [Start Date] and [End Date].

The purpose of this audit was to ensure all promotional content adheres to the Federal Trade Commission (FTC) guidelines and our internal brand safety standards regarding clear and conspicuous disclosure of commercial relationships.

**Audit Findings:**

- **Content Reviewed:** [List social media platforms and specific posts]
- **Compliance Status:** [Pass / Conditional Pass / Non-Compliant]
- **Observations:** [Insert specific details, e.g., Disclosure placement, use of #ad, or visibility of tags]

**Required Actions:**

[Insert required actions, e.g., No action needed / Edit caption of post dated XX / Update story highlights]

As a reminder, all future endorsements must strictly follow these requirements:

- Disclosures must be placed "above the fold" where they are easily visible without clicking "more."
- Disclosures must be clear and unambiguous (e.g., #Ad, #PaidPartnership).
- Audio disclosures must be included in video content where applicable.

Please acknowledge receipt of this advisory by [Insert Date]. If you have any questions regarding these findings, please contact [Name/Email].

Sincerely,

[Your Name]

[Your Title]

[Company Name]