

# The influencer's cheat sheet to declaring ads on social media

You don't have to graft to get to grips with the **key advertising rules**. We don't want to get all aggy with you, so we've written an **ABC cheat sheet** to help celebs and influencers stay loyal to their followers.



## AUTHENTICITY

We know authenticity is key to engaging with your followers. Part of that is letting them know when you're advertising them something.



## BRANDS

When a brand pays you to promote their products or services (either with money or with gifted stuff) you're advertising, and your post needs to make that clear.



## CONTROL

If you're paid for a post or you're posting about a gift you received you must make clear it's an ad. If you don't the ASA will take action where a brand has controlled your message.



## DISCOUNT CODES



These count too. If you're being rewarded for sales from a discount code or affiliate link in a post you need to say this is an ad. If only some of the links or content relate to the promoted product you need to make clear which parts of the post are an ad.



## ENFORCEMENT

We and the CMA are active in ensuring transparency. If it's covered by the ASA, other rules apply to things like alcohol, gambling, slimming products or any items offering health benefits. For example, you're not allowed to advertise slimming products to under-18s. Make sure you're working with a brand who knows the rules.



## FOLLOWERS

Don't just assume your followers know when you're advertising something. They're not mind-readers. Spell it out clearly.



## GIFTS

Gifted products and freebies count as payment-in-kind. If your post features a freebie you've been given to promote to your followers, you need to label your post as an ad.



## HASHTAG

If you're using a hashtag make sure it's **clearly visible upfront, don't hide it away**. Doing that will ensure that you're being true to yourself and your followers.

Don't take the chance of getting the ASA aggy. If in any doubt, add **#ad/advert/advertisement**. It is what it is.

