

# Is my post an ad and do I need to label it?

## START

Is the post advertising your own products, services or events – or a prize draw/ competition you're running?

Is it immediately obvious that it's an ad, before people click on it?

Are you receiving money for promoting a product/service/ brand in this post?

Have you included a discount code or hyperlink as part of an 'affiliate' agreement, so you get paid a commission for each time someone clicks through and/or makes a purchase?

Are you receiving a free product/service; a free loan of a product/service; a free trip or hospitality; or any other benefit or incentive?

It sounds like you don't need to label it.

**You need to label it (or otherwise make very clear that it's an ad)!**

This is a legal requirement, enforced by the CMA and other public bodies.

**So when does the ASA get involved?**

Is the post advertising your own products, services or events – or a prize draw/ competition you're running?

Have you included a discount code or hyperlink as part of an 'affiliate' agreement, so you get paid a commission for each time someone clicks through and/or makes a purchase?

Does the brand require you to include specific phrases, hashtags, @s, URLs, pics or info, or any affiliate codes or links?

Does the brand approve it before it's posted, or reserve the right to tell you to change it?

Have you agreed to post it a particular number of times or within a particular range of dates at the brand's request?



This is an ad that the ASA could take action on too – and not just on the labelling but the content and placement as well.



The ASA doesn't regulate this kind of content, but the CMA and other bodies could still take action.