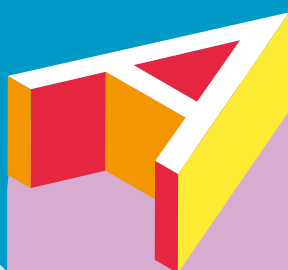


The influencer's

cheat sheet to declaring ads on social media

Understanding the **key advertising rules** doesn't have to feel like hard work. This simple **ABC cheat sheet** will help you, as celebrities and content creators, stay open and honest with your followers.



AUTHENTICITY

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



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.



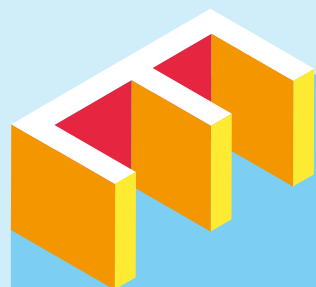
CREDIBLE

If your post is a review, it should be credible and based on your real experience. Be honest about whether you've been paid for it and what you've tried. Avoid exaggerating or focusing only on the positives and don't leave out any key information.



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.



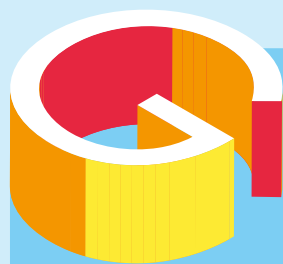
ENFORCEMENT

Both the ASA and the CMA expect transparency. Failure to disclose ads properly can lead to ASA action or CMA penalties. Extra ASA rules apply to things like alcohol, gambling, slimming products or health claims. For example, you can't advertise slimming products to under-18s.



FOLLOWERS

Don't just assume your followers know when you're advertising something. It's always best to play it safe and 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 risk falling foul of the rules. If in any doubt, add **#ad/advert/advertisement**.

For more resources about declaring ads on social media, visit:

https://bit.ly/asa_influencers
gov.uk/social-media-endorsements

