

love islanders' cheat sheet to posting ads responsibly on social media

You don't have to graft to get to grips with the key advertising rules in life after the villa. We don't want to get all Factor 50 on you, so we've written an ABC cheat sheet to help celebs and influencers stay loyal to their followers and avoid getting pied off by us.



AUTHENTICITY

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




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.




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.




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.





INDEPENDENCE

You love to get grafting in the villa, and your followers love to get grafting on socials. When running a prize draw, don't put all your eggs in one basket. Prizes must be awarded by chance, so **use an independent person to do the draw or use a computer that produces random results** so we know the draw's been run fairly.




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.

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.




FOLLOWERS

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




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 on your case. If in any doubt, add **#ad/advert/advertisement** It is what it is.




JUDGEMENT

An ad might be your type on paper, but that doesn't mean it's for everyone. Make a judgement call before promoting something. **Who is likely to see an ad? Are you being responsible? Are you likely to offend anyone?**

