

INFLUENCERS

CHECK BEFORE YOU POST

Use this guide to quickly get your head around the rules when identifying ad content.



IDENTIFY

You must clearly identify any ad content you post.



#NEWPOST

Every new post and story (including separate segments of a story) needs to be labelled if it is an ad.



FREEBIES

If you're posting about any freebies or gifts you've received you need to identify this content as an ad.



LABELS

Use AD, ADVERT OR ADVERTISEMENT (with or without hashtags) to identify ad content.



UPFRONT

Make sure the ad label is clearly visible when a consumer first sees any ad content you're posting.



EXTRA CARE

Extra care is needed with ads for alcohol, gambling, finance products & services, health & wellness and occasional food & beverages. [Read more here.](#)



NEW 'REPORT AN AD' PROCESS

The [new reporting process](#) helps consumers to tell us if they think you haven't identified your ad content.



CONTENT

Your followers love your content, but don't assume they know the difference between organic and ad content. Be transparent and label the ad content.



EXAMPLES

If you're unsure if your content is an ad, check out examples in the [Influencers AdHelp info.](#)



REPUTATION

It's your responsibility to follow the rules and identify all your ad content. Your reputation and the advertiser's reputation are at risk if you don't.

Reminder: The ASA's definition of advertising is broad and includes any content that is controlled directly or indirectly by the advertiser with the intent to influence the choice, opinion or behaviour of those to whom it is addressed.

Unsure or need more info? [Find out more.](#)