

Posting Policy And Creator Brief

a brand's internal posting policy and the brief it sends to a paid outside creator, checked against the Endorsement Guides and the trade regulation rule | Final specimen

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One paragraph written for everyone who posts, where two federal texts govern two different populations, and a creator brief that places the disclosure where the platform hides it.

FINAL TEXT

SPECIMEN, PREPARED BY EDITFAST FOR ILLUSTRATION. NOT A REAL POLICY.

Prepared for Harlow Field Goods (fictitious), posting policy and creator brief

EXTRACT FROM THE BRAND'S RECORD (reproduced unchanged in both panels)

BR-1 The creator is paid a fee for the post and keeps the product. The creator is not an employee, officer, or agent of the brand.

BR-2 The platform truncates captions after the first two lines and hides the remainder behind a control the viewer taps.

BR-3 The marketing manager supervises two staff and posts reviews of the brand's own products on a third-party retail site.

BR-4 Warehouse staff also post about the products on their own accounts, and the brand does not repost them.

BR-5 The brand has not decided whether it will repost staff testimonials on its own website.

POSTING POLICY, EXTRACT

Officers and managers. If you are an officer or a manager and you write a review or testimonial about this company or its products, you must disclose your relationship to the company clearly and conspicuously in the review itself.

Everyone else. If you post about our products on your own account, disclose clearly and conspicuously that you work here.

[Query to the brand: BR-5 records no decision on reposting staff testimonials. Section 465.5(b)(1) reaches a business that disseminates a testimonial by an employee where the relationship is not otherwise clear and the business knew or should have known of it. The policy has nothing on reposting, and whether the brand will repost is its own decision.]

CREATOR BRIEF, DISCLOSURE SECTION

Please include the disclosure within the first two lines of the caption, above the point at which the platform truncates it.

Suggested wording: Harlow paid me for this post and gave me the product.