

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 | Marked-up 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.

ORIGINAL, WITH EDITS MARKED

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

Anyone who posts about our products should disclose their connection to the company.²¹

CREATOR BRIEF, DISCLOSURE SECTION

Please include the disclosure in the caption. Placing it after the first two lines is fine.³

Suggested tag: #harlowpartner⁴

WHAT CHANGED, AND WHY

#	Was	Now	Reason
1	Anyone who posts about our products should disclose their connection to the company.	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.	One sentence covered two populations that answer to two texts. Section 465.5(a) makes it a violation for an officer or manager to write a review or testimonial about the business without a clear and conspicuous disclosure of the material relationship. BR-3 records a manager posting reviews on a third-party site, and 465.1(k) and (l) define who officers and managers are.

#	Was	Now	Reason
2	Anyone who posts about our products should disclose their connection to the company.	Everyone else. If you post about our products on your own account, disclose clearly and conspicuously that you work here.	BR-4 records staff posting on their own accounts without the brand reposting them. Section 465.5(a) reaches officers and managers rather than staff at large, so the duty on these posts runs through section 255.5, which requires a material connection to be disclosed clearly and conspicuously. The instruction is kept, separated, and given that standard.
3	Please include the disclosure in the caption. Placing it after the first two lines is fine.	Please include the disclosure within the first two lines of the caption, above the point at which the platform truncates it.	BR-1 records the creator as an outside party, and the Commission's guidance places the creator's disclosure outside the rule's requirements. Section 255.0(f) says a disclosure in an interactive electronic medium should be unavoidable, and BR-2 records the platform hiding text after the first two lines behind a control the viewer taps.
4	Suggested tag: #harlowpartner	Suggested wording: Harlow paid me for this post and gave me the product.	Section 255.5 says a disclosure need not carry the complete details but must clearly communicate the nature of the connection sufficiently for consumers to evaluate its significance. BR-1 records a fee and a retained product, and the word partner names neither.

EXAMPLE
FOR ILLUSTRATION ONLY