

# Fair Trade Commission Disclosure Requirements



## When do I have to disclose?

**Do you have one of the following relationships with a brand?**

- The brand pays you or provides a benefit to you (e.g., money, free or discounted products, etc.);
- You are an employee of the brand;
- You have a personal connection (i.e., you signed an endorsement deal because your friend works there); and/or
- You have a familial connection (i.e., a family member works there).

**If you answered “yes” to any of these scenarios, then you must disclose that you are working with a brand.**

## How do I disclose?

- Explicitly say or write that the post (video, story, etc.) is an endorsement message.
- Place the endorsement message on individual posts, not just on your profile or in your bio.
- Do not hide an endorsement message in a group of hashtags or links.



## Video-Specific Post Disclosure

**For video posts on platforms like TikTok, Snapchat, or Instagram Stories...**

- Indicate that your post is an endorsed one by verbally announcing it (e.g., “thank you, brand, for the free product.”); and
- Superimpose a written sentence over the video indicating that the post is endorsed or place the written sentence in the caption (preferably, as the first sentence).



## Written Post Disclosure

**For posts on Instagram or X (formerly known as Twitter)...**

- Include simple and clear language indicating that the post is endorsed (i.e., “advertisement,” “ad,” “sponsored,” etc.), or
- Include a sentence that calls out your relationship to the brand (e.g., “thank you to brand for sponsoring me and supporting me on my journey.”)



## Other Considerations

- You may mention your experience with a product only if you have actually tried the product.
- Your endorsement must reflect your honest opinions, findings, and beliefs.
- You may not make claims about a product that would require statistical or scientific proof the brand does not have.



## More Information

The information provided here is an overview of the Fair Trade Commission’s disclosure requirements. It is not legal advice and there could be additional requirements you must comply with. For more information, visit the FTC’s website: <https://www.ftc.gov/>.