

Did You Attend the FTC's #Influencers101 Twitter Chat? If Not, We Took Notes.

September 21, 2017 – The TMCA

by Fara Sunderji

On Wednesday afternoon, the FTC hosted a live Q&A Twitter chat on influencer advertising. In case you missed it, we took some notes on the most helpful tweets. The Q&A covered topics such as Facebook likes, social media platform disclosure tools (the FTC Staff said they don't find these effective!), disclosures in videos, foreign-based influencers, disclosures on Pinterest and a few of our favorite hashtags.

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FTC  @FTC · 5m

The same applies to built-in Instagram tool. #Influencers101



FTC  @FTC

Replying to @FTC

FTC staff doesn't think that the built-in YouTube and FB tools suffice.
#influencers101



 2

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FTC  @FTC · 7m

Replying to @FTC

FTC staff doesn't think that the built-in YouTube and FB tools suffice.
#influencers101



 3

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It depends on whether the tool clearly and conspicuously discloses the connection #influencers101



FTC  @FTC

Q16: Re built-in disclosures: Is the "includes paid promotion" mark on YT videos insufficient? The "Paid" tag on FB? #influencers101



FTC ✓
@FTC

Following



US law applies when it's reasonably foreseeable that posts will affect US consumers, which it would be. (cont)
#Influencers101

FTC ✓ @FTC

Q8: If a US influencer travels abroad for a US brand, which laws do influencer's posts need to follow - US, abroad or both? #Influencers101

12:52 PM - 20 Sep 2017

7 Retweets 3 Likes



↻ 7



3



FTC ✓ @FTC · 9m

US law applies when it's reasonably foreseeable that posts will affect US consumers. #influencers101



FTC ✓ @FTC

Q11: How does the FTC view non-US influencers with a significant number of American followers? #influencers101



↻ 1



2





FTC @FTC · 2m

Yes, if it stands out, followers can't avoid it, and they understand it.
#influencers101

FTC @FTC

Q13: Can an image be used for disclosure rather than text as long as it appears before links/ads? #Influencers101



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When all photos will be seen, disclosure on first one could be good enough if it stands out & viewers have time to notice it
#influencers101

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Q9: In a series of short, disappearing posts like Snap or IG stories is disclosure necessary on all posts or just the 1st? #Influencers101

12:56 PM - 20 Sep 2017

7 Retweets 3 Likes



1



7



3



Tweet your reply



Taylor Bradford @taybradfordblog · 30s

Replying to @FTC

but each pic has a 24 hour term on it, so unless you upload all at the same time, which you can't, each image should have disclosure #askftc





FTC @FTC · 19m

A superimposed disclosure or one in the description could work. It needs to be clear and conspicuous. #Influencers101

FTC @FTC

Advice for disclosing on Pinterest? #Influencers101



7



5



FTC @FTC · 2m

Yes, hashtag XXPartner should be good enough when XX is brand name. #Influencers101

FTC @FTC

Q26: On options outside of #ad / #paid, is there a definitive on whether # XX partner or similar suffices vs. "is stronger"? #influencers101



FTC @FTC · 3m

#ambassador is an ambiguous disclosure, not good enough. Not sure why a post from official corp acct needs any disclosure. #influencers101

FTC @FTC

Q19: If an employee brand ambassador using the corporate social media account ads #ambassador to the post is that an appropriate disclosure?



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FTC @FTC · 7m

Yes, but must be visible and hard to miss. #Influencers101

FTC @FTC

Q25: Can't we just use the word ad without the hashtag? #Influencers101



