

Hello

**Orla Twomey**  
Chief Executive

Advertising Standards Authority for Ireland

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## ABOUT THE GUIDANCE

### Influencer marketing on social media

It is important that when a consumer views commercial content on social media, they can **instantly** recognise it for what it is.

If you have received a benefit to promote a brand, the nature of your relationship with the brand must be clear to consumers.

### Why comply?

- In everybody's interest that you are honest with your audience – clear and transparent.
- Run the risk of reputational damage – losing followers and damaging your relationship with brands.

You may also be in breach of:

- Consumer protection law
- The ASA's Code of Standards for Advertising and Marketing Communications

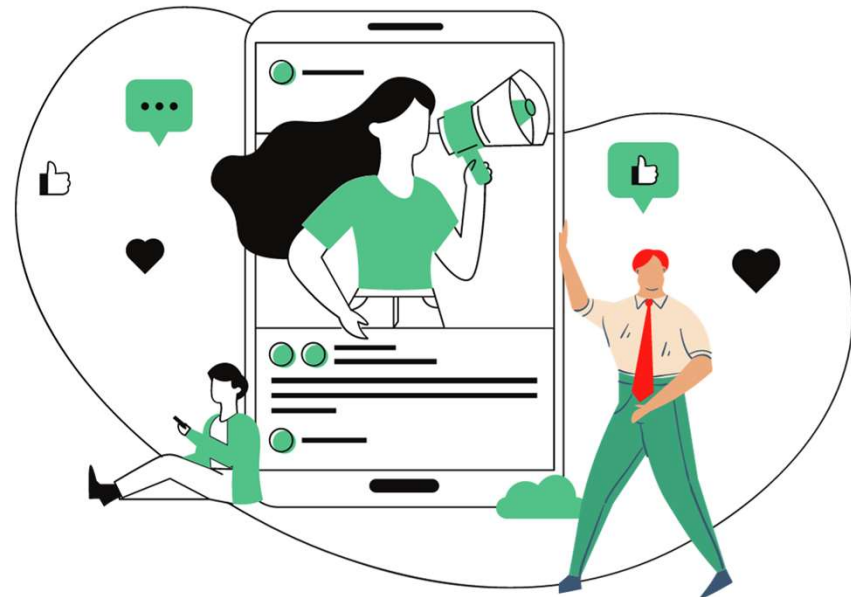


## Who does it apply to?

Anyone who promotes or recommends products or services on social media for a benefit. (monetary or non-monetary).

### Examples of **commercial content** include:

- Ads
- Advertising your own brand
- Reviews resulting from a benefit
- On-going sponsorship
- Brand ambassador role
- Discount codes
- Affiliate links
- Dedicated pages on retailer websites
- Promotional content (including self-promotion)
- Sponsored competitions (including gifted prizes)
- Sharing of content originally posted by a brand (reposts)
- Content about free products, services, trips, event invites or experiences

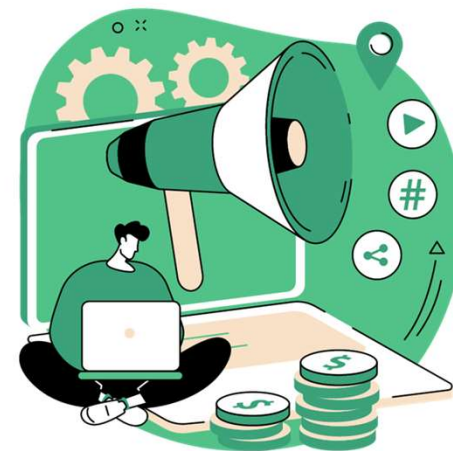


## Who does it apply to?

Anyone who promotes or recommends products or services on social media for a benefit. (monetary or non-monetary).

Examples of **benefits** include:

- monetary payment,
- commissions,
- proceeds from sales,
- discounts,
- company shares,
- offers of future business contracts,
- products/services gifted or lent to you for use,
- trips,
- event invitations or experiences,
- or any other type of benefit.
- It also applies where you requested a free product or service from the brand or where a brand has sent you a free product or service as a gift without any expectation that you post about it.



## Clear Labels

### Primary advertisement labels

**At least one** must be present in all commercial posts

**#Ad** (or #Fógra for Irish language posts)

**Platform provided label** (e.g. Paid partnership)

**#Gifted** (or #Féirín for Irish posts) – Use only when you receive unsolicited products or services, and the brand has not directly influenced your post.

Think:

- Instantly recognisable
- Clear
- Prominent
- Honest

### Secondary advertisement labels

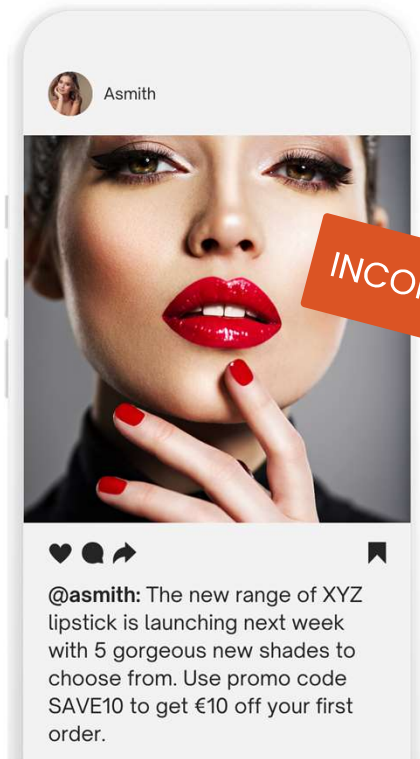
Only use in addition to (and following) primary label

#Collaboration  
#BrandAmbassador  
#Sponsored  
#Affiliate  
#PRstay  
#PRinvite  
#PressDrop  
#OwnBrand  
#BrandInvestor  
#PreviousCommercialRelationship  
Custom labels (e.g. #IWorkWith[Company])

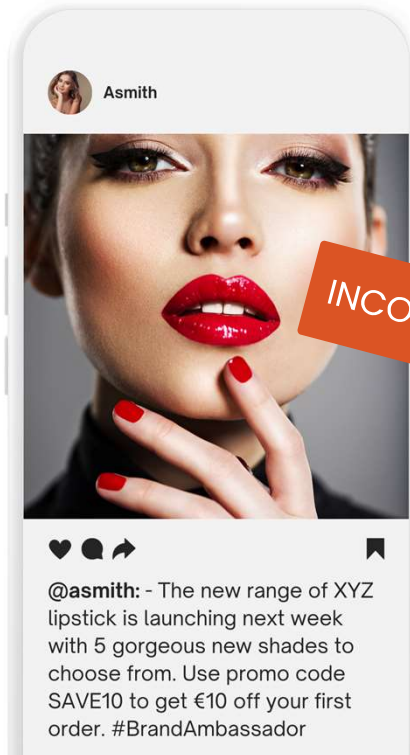
**Remember: If in doubt, label it!**

## Example 1

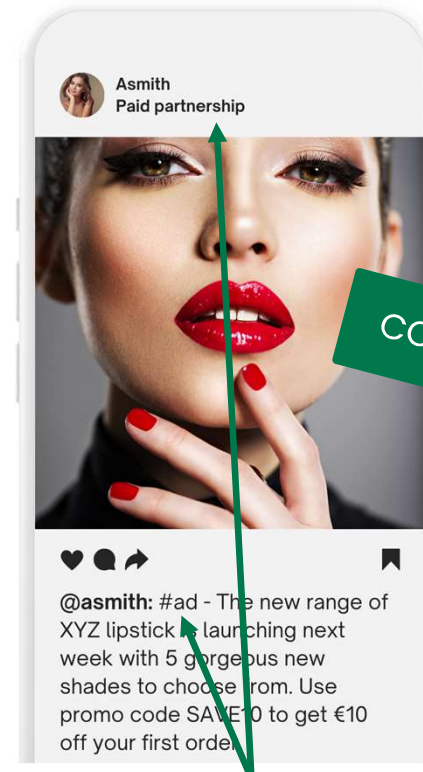
Asmith has been paid by XYZ lipstick to promote their new line of lipstick on Instagram. She must post twice about the new lipsticks over a 1-month period.



- ✗ Not clear it's an advertisement.
- ✗ No primary or platform-provided label



- ✗ No primary or platform-provided label
- ✗ Label not at start of content



- ✓ #ad and/or platform provided label used
- ✓ #ad at the start of content

## Example 2

Gsymth has been offered a free room at a luxury hotel and is being paid by the hotel to promote his stay on social media. He adds an 24h story to his social media page.



INCORRECT

- ✗ Not clear it's an advertisement.
- ✗ #ad not clearly visible

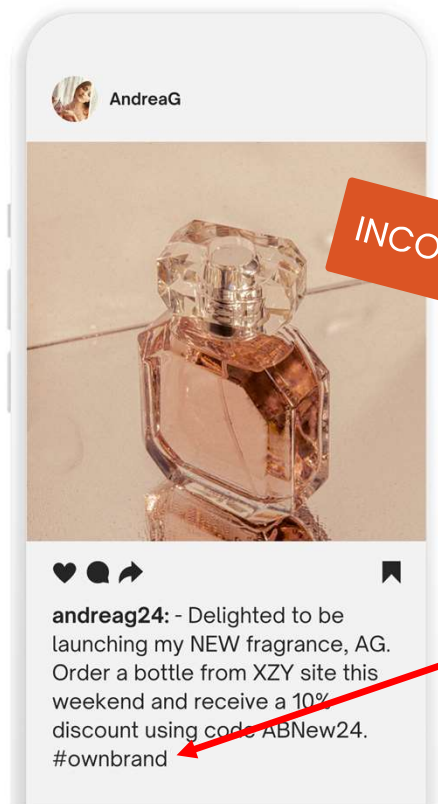


CORRECT

- ✓ #ad and/or platform provided label used

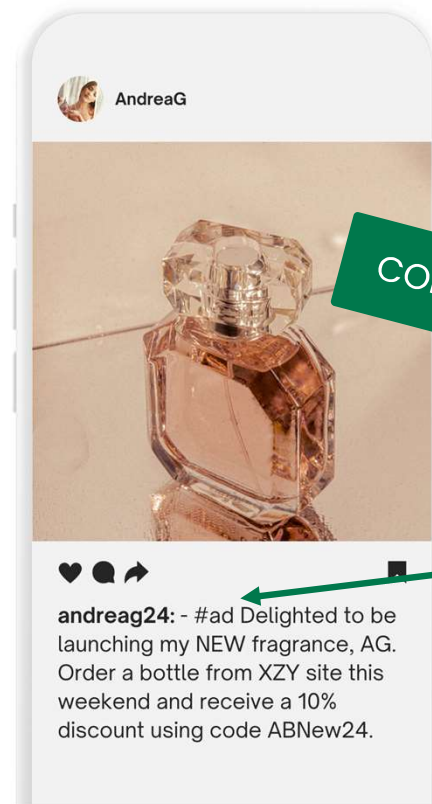
### Example 3

Andrea G is promoting her own-brand perfume on social media.



INCORRECT

- X #ad or platform provided label not used.
- X Not sufficient without #ad or a platform-provided label.



CORRECT

- ✓ Primary label used
- ✓ Primary label at the start of the content.



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### Secondary advertisement labels

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**Platform provided label**

**#Gifted** (or #Féirín for Irish language) for posts where the user receives unsolicited products from a brand that has not directly contacted them

Think:

- Instantly recognisable
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- Prominent
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Relationship  
WorkWith[Company])

**Remember: If in doubt, label it!**

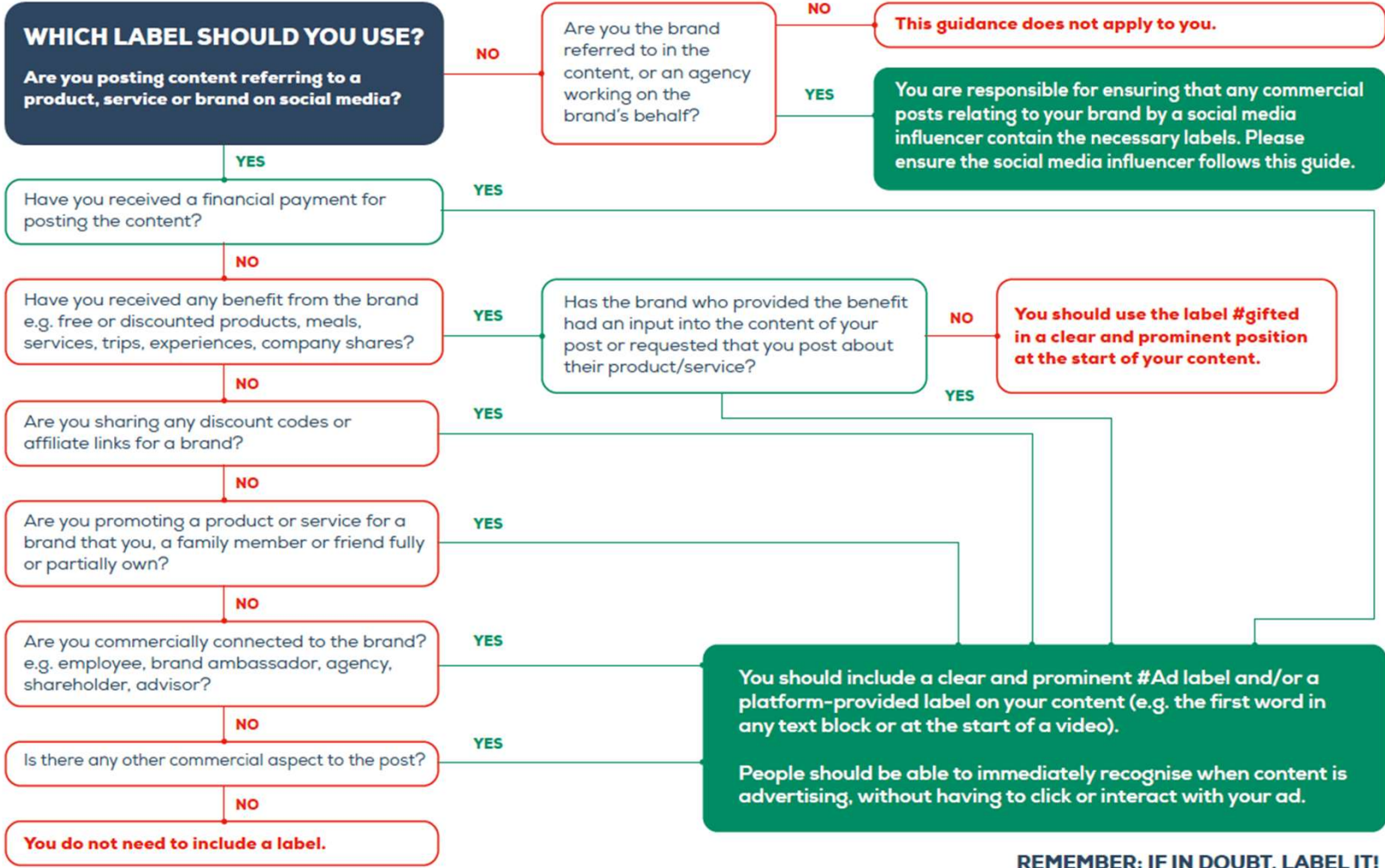
## Responsibility

### Who is responsible?

Brand – they cause content to be created

Influencer – they create the content

Agency – if they facilitate creation



**REMEMBER: IF IN DOUBT, LABEL IT!**