

BCMA Influencer Marketing Best Practice Guidelines

 branded content
marketing association

www.thebcma.info

Introduction

As an industry body we, the BCMA, have compiled these guidelines for all brands, clients, creators and agencies who wish to engage in influencer marketing activity. The **BCMA Influencer Marketing Best Practice Guidelines** have been developed by experts across the community from the feedback, information and discussions that have taken place with organisations from across the influencer marketing ecosystem in the UK.

The **Guidelines** reflect the position in the UK at the time of writing. This is an ever-evolving area. While we cannot guarantee that it will always be up to date, we will update this Code from time to time.

Contents

Introduction	2
About The BCMA	3
BCMA Guidelines for Branded Influencer Marketing	4
Contracting and Briefing	7
Rules of advertising	12
Reporting and Measurement	16
Definitions	17

ABOUT THE BCMA

The BCMA is the global membership association representing branded content and influencer marketing in over 14 markets. The Global Influence Chapter was launched in July 2019. There are a number of influencer agencies marketplace platforms and influencers that have joined the community.

FOUNDING MEMBERS

The founding members of the Influencer Steering Group setting out the guidelines include Gordon Glenister, BCMA, Andrew Canter, BCMA, Prof. Jonathan Hardy, University of the Arts London and Sylvia Enotiades supported by members from Open Influence, Mirriad and Influencity. Geraint Lloyd-Taylor, a lawyer at Lewis Silkin, assisted with the “Rules of Advertising” section of the Code.



BCMA GUIDELINES FOR BRANDED INFLUENCER MARKETING

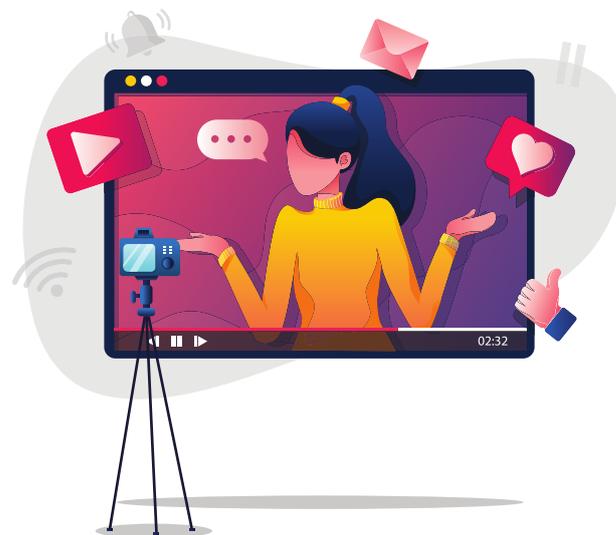
What is the BCMA Code of Best Practice?

BCMA guidance for a business wishing to engage Influencer Marketing within the UK;

1. Providing transparency across the industry
2. Sharing necessary criteria needed to be aware of all the rules enforced by the governing bodies across the industry
3. Being aware of influencer vetting, briefing, contracting, reporting and measurement

Who does the Code Apply to?

- Content creators/influencers
- Talent representatives and managers
- Industry marketplaces that provide platforms that promote influencers
- Media and PR agencies
- Advertisers engaging industry participants for influencer marketing
- Platforms and all other providers of service to the influencer marketing community



The intention of the [BCMA Code](#) is to provide best practice guidance to the industry, introduce greater consistency around language and behaviours and guide advertisers and marketers on best practice when engaging in influencer marketing.

In the UK, influencer marketing is subject to a variety of legal regulations including consumer protection legislation enforced by the [Competition and Markets Authority \(CMA\)](#), which has provided guidance to the influencer marketing community with guides and direction on the requirements of advertising disclosure. These were further updated in January 2019 with the [CMA guide, Social media endorsements: being transparent with your followers](#).

Further, in 2020 the [CMA](#) co-published a guide on how to label ads correctly with the [Committee of Advertising Practice \(CAP\)](#). *The Influencers' guide to making clear that ads are ads* (asa.org.uk) explains how to comply with consumer protection law and the [CAP Code](#), which is enforced by the [Advertising Standards Authority \(ASA\)](#).

INDUSTRY TRANSPARENCY

We promote complete transparency in order to support the industry to engage with suitably vetted and informed creators, clients and providers.

We promote transparency and accuracy in the exchange of all data relevant to the relations between contracting parties.

How do we Ensure Vetting?

- When working with creators, brands, talent representatives or agencies, clients should ensure that they only promote and engage with those mentioned previously who act with transparency in sharing relevant data and insights
- Both clients and creators/influencers should be aware of the relevant guidelines and rules of governing bodies on influencer marketing communications and comply with all legal requirements
- All vetting to be documented; this is enforced by working with social platforms, affiliated brands and agencies

Two Types of Vetting

1. General Vetting

General vetting is implemented from the influencer or talent management representatives when sharing presenting themselves to marketers

2. Brand/Client Vetting

Client vetting rules apply when contracting and briefing, and needs to include brand safety, competition etc



General Vetting Criteria

The following represent best practice general vetting actions that should be undertaken. The timing and amount of vetting would be determined on a case-by-case basis, with declaration of:

1. Date and time frame of vetting
2. Age validation process (where relevant)
3. Audience checking and classification, and disclosure of tools used
4. If the influencer or the party billing is a registered business
5. If the influencer has a business profile account with the platform(s) where available
6. Check of prior brand relationships and when engaged
7. Review of recent past posts - detail of what is checked and when
8. Check whether influencer is a member of a union (e.g. SAG-AFTRA in the U.S.)
9. Brand safety checks for audience quality, suspicious activity (engagement) including detail of the process and tools used, discovery and any ongoing review

Client Vetting Criteria

The following represent best practice vetting actions that can be requested as part of a brief, with timing and amount of vetting determined on a case-by-case basis:

1. Disclosure of the date and time frame that vetting covers e.g. 6mos, 12mos; agree within agency/brand regarding how far back they require vetting should be scrutinised
2. Review of recent past posts and detail of what was checked
3. Vetting for brand safety scope would be based on the brief including: past brand relationships, brand conflicts, affiliations, checking against any relevant industry codes, or other age parameters
4. Disclosure of tools used to support the vetting – first-party, third-party or proprietary
5. Metrics are covered in reporting and measurement
6. When audience data is presented the standard calls for transparency of any calculated metrics and as a preference for reporting of whole numbers, however, percentages are acceptable provided the whole number can be determined
7. Audience and demographic checking – for engagement relevance, including;
 - Localised audience numbers
 - Geographical breakdown provided – region/country
 - Demographic data – source
 - Average reach
 - Audience quality vetting and checking for suspicious activity and engagement, including detail of the process and tools used
 - Disclosure of all calculated metrics – source of metric, inclusions, time frame used

CONTRACTING AND BRIEFING

This section addresses the contractual engagement between the influencer, or contractor, and the company engaging the influencer. The suggested areas included here cover:

- Intellectual Property Rights – creation, usage, publicity, moderation and review
- Reputation and Brand Safety
- Legal or Industry Code Compliance
- Remuneration



Intellectual Property Rights

Rights of Content and their Usage

- Outline the timeframe, discuss the length of the contract and usage rights you've licensed or purchased
- Ensure that the influencer owns or otherwise has the rights to all of the content provided by the influencer to the client
- Content ownerships should be outlined and defined; image, text, videos and terms of use
- Recommendation that this be documented and agreed for each social media platform/channel used (if different for each)
- Review platform specific disclosures i.e. 'branded content feature' on Instagram
- Content should adhere to the international regulations should the content usage be required for use outside of the creation region
- Content should comply with the policies, guidelines, and terms of use on any platform on which the influencer's content is posted

Content Attribution

Attribution conditions = where reposting is agreed to within platforms, attribution requirements should be documented.

Usage Rights including Syndication

The following should be raised and considered for inclusion in the contract from the first appearance of the content:

1. Timeframe for content to be live/visible and unchanged
2. If changes can be made, timing and by whom
3. Deletion/archiving terms for content
4. Amplification requirements by the brand, including branded content amplification options - should consider terms, when, how long, advertising disclosure requirements and any hashtags to be used
5. Editing rights by the brand, including rights to run on partner accounts, or for content be used in other media

Syndication terms:

- When and how can content be repurposed, including by the brand to their social media account
- Define inclusions for syndications – content, images, video, etc.

Note: Where the platform changes the conditions content usage rights may be affected, including syndication.

Content Review and Changes

The following points outline the items the BCMA recommend be raised and considered relating to content reviews and changes if they have been requested by the brand. If included, consider documenting how and when:

1. Content review/change is to be approved before posting/reposting
2. The conditions under which the influencer will make changes to the post
3. Agreements should only concern marketing communications requiring disclosure and no other communications. The brand may request a marketing communication be deleted where there is subject to the [time-limited contractual terms specified in the] agreement. This must be without detriment to influencers' editorial independence and freedom of expression.

Comment Moderation(Once the content is live)

The following points outline the items the BCMA recommend be raised and considered relating to comment moderation:

1. Who is responsible for comment moderation, define timeframe – i.e first 24 hours
2. Inclusion of any FAQs or Guides regarding the brands expectations relating to moderation
3. Any extenuating conditions – i.e if post goes viral – who is responsible
4. Escalation guide – when is it referred to the brand, managed by the influencer
5. Where amplification on a brand channel has generated high comment volume: Does the responsibility for moderation sit with the buyer/brand? Does the influencer have input on actions?
6. If the engagement is local or international any impact that may affect moderation
7. Are sentiment analysis tools used – transparency to influencer/Buyer. Length of time to be used, reporting requirements and how this affects moderation



REPUTATION AND BRAND SAFETY REQUIREMENTS

The following points outline the items the BCMA recommend be raised and considered relating to any reputation or brand safety requirements for the engagement:

1. The responsibility for vetting, including the social media account/handle and details of what is to be vetted, should be raised and considered in the scope of work and contract
2. If required brand safety vetting of the influencer should be made prior to each engagement, including when, what is covered and any further issues. For example, suspicious activity detection, illegal activities, obscenity, malware and negative comments
3. Disclosure of brand safety tools used, including source – proprietary, third-party etc
4. Specific brand safety requirements should be designated, including influencer responsibilities to the brand

LEGAL OR INDUSTRY CODE COMPLIANCE

The following points outline the items the BCMA recommend be raised and considered relating to any legal or code compliance for the engagement:

1. Specific brand safety obligations to be specified as per relevant advertising industry codes and laws; e.g. alcohol advertising requirements – refer to industry codes listed below
2. If working with children there are different legal requirements. The agreement on responsibility for compliance is required according to the conditions of the engagement involved – this should be raised and considered in the brief and contract with consideration for relevant legal requirements
3. How each party will ensure compliance by the influencer and others involved in the process, e.g. by providing specific wording/format for disclosures
4. Regulations regarding specific promotional methods, e.g. sweepstakes and charity fundraising

Consideration of any international legal requirements that apply.

Advertising industry codes that may apply here include:

- [CAP Code](#)
- Guidance published by [CAP](#)
- Guidance published by the [CMA](#)
- Codes or guidance published by sector-specific trade bodies

REMUNERATION

The following points outline the items the BCMA recommend be raised and considered relating to any specific remuneration conditions for the engagement:

1. Is the engagement with an VAT registered party?
2. Consideration should be given to employment status and responsibility such as superannuation and tax
3. Remuneration and payment terms should be included and agreed for: Initial engagement, any additional usage and or content syndication

Contract Violation Conditions

Brand safety or other factors

- BCMA recommends contract violation conditions be raised and considered for the engagement.

Disclosure

There are a variety of laws that could apply to influencer communications, depending on the circumstances. There are requirements to disclose advertising so that it is recognisable as such. In addition, failure to disclose when there is a relationship with an influencer and failure to disclose material information, such as a material connection between the parties, may break the law. Our guidance sets out the following principles for good practice:

- Advertising must be easily recognisable as such, regardless of method or channel
- Disclosure of a paid or otherwise incentivised influencer marketing relationship should be obvious, conspicuous, prominent, upfront, timely and unambiguous
- Disclosure should be readily apparent and should not require the need to click or scroll for more information
- Disclosure should be made whenever there is a contracted agreement
- Disclosure should be made whenever there is a material connection between an influencer and the referenced product or service, even in the absence of a contracted agreement

Other issues to consider for contracts include: Services and deliverables, Morals Clauses and Brand Safety (This refers to clauses that allow a brand to terminate the agreement with an influencer for behaviour that reflects badly on the brand, e.g., arrests, criminal charges, racism, etc.), Approvals Process and Exclusivity. Best practice is to ensure these elements are included in either the Scope of Work (Brief), or in the Contract. It is recommended that a valid and binding contract be entered into between the brand/ intermediary and the influencer for each influencer marketing campaign.

Note: Responsibility for the Contract should be discussed and agreed before the engagement with the influencer is undertaken.

RULES OF ADVERTISING

In the UK, all advertising should be clear and easily distinguished from other types of content, such as ‘organic’ posts.

This section of the Code outlines best practice regarding advertising disclosure pertaining to influencer content. The intention is to deliver transparency in order to increase trust and confidence in influencer marketing. As well as ensuring trust in the contracting parties.

The suggested areas included here cover:

- The Importance of Disclosure
- When is Advertising Disclosure Required?
- What Form Should the Disclosure Take?
- Other Advertising Rules



THE IMPORTANCE OF DISCLOSURE

All advertising in the UK (including social media posts published by influencers on behalf of or in connection with a business) must comply with the [CAP](#) non-broadcast Code. The [CAP](#) Code is enforced by the [ASA](#).

One important aspect of this is to include a clear and prominent disclosure to identify posts which are 'commercial' in nature. As well as the [CAP](#) Code, the need for disclosure can also be found in the Consumer Protection from Unfair Trading Regulations 2008. These regulations can be enforced by several regulators, including the [CMA](#).

WHEN IS ADVERTISING DISCLOSURE REQUIRED?

Advertising disclosure is required when a brand gives an influencer any kind of **"payment"**, including any kind of monetary payment, commission, a free product or service (whether requested or received out of the blue), a free loan of a product or service, value in kind, or any other incentive. It is also necessary when there is an ongoing commercial relationship between the influencer and the brand, for example a 'brand ambassador' arrangement, and if there has recently been a commercial relationship.

Any such post promoting, endorsing, mentioning or showing a brand, product or service (including simply tagging a brand) or discount code, is required to include a clear and prominent disclosure.

Technically, the [ASA](#) should only investigate when there is **"payment"** (see the broad definition above) and **"control"** over the post. However, it is worth noting that:

- **"control"** is interpreted extremely broadly, and includes where the brand asks the influencer to publish a post, or to post a certain number of posts, or to publish the post at a certain time or on a certain date, or to say or not to say something specific in the post, or to use a particular hashtag, or to comply with the brand's brand guidelines for example.
- In any event, while the [ASA](#) is only likely to investigate where there has been **"payment"** and **"control"**, the [CMA](#) is not interested in whether or not the brand has exercised control over the post. Instead, the [CMA](#) can investigate if there has been payment to the influencer, even if no one other than the influencer has control over the post.

“[The Influencer’s Guide to Making Clear that Ads are Ads](#)’ document provides further guidance on what counts as “payment” and “control” for advertorial content. An extract:

“Obviously, if you’re paid a specified amount of money to create and/or post a particular piece of content, this counts as ‘payment’. But this isn’t the only type of arrangement that counts. If you have any sort of commercial relationship with the brand, such as being paid to be an ambassador, or you’re given products, gifts, services, trips, hotel stays etc. for free, this is all likely to qualify as ‘a payment [or other reciprocal arrangement]’. There’s nothing wrong with getting paid to create content, but you need to be upfront about this with your audience.”

WHAT FORM SHOULD THE DISCLOSURE TAKE?

The recommended approach, which is considered acceptable by the [ASA](#) and [CMA](#), is to use “**Ad**”, “**Advert**”, “**#ad**” or “**#advert**” at the very start of the post. It is NOT acceptable to put this disclosure at the end of the post, mixed in with other hashtags or text, or to place it somewhere that it would not be immediately visible until the viewer clicks on the post to reveal more text. It is also NOT sufficient to include a disclosure only in the influencer’s bio, rather than in the post itself. Posts that include video should include the disclosure text in the video itself (not just the caption) and should contain an audio disclosure as well. Multiple disclosures are recommended for longer-form audio and video posts.

When it comes to certain platforms such as Instagram, one variation the [CMA](#) has indicated is acceptable is the use of the platform’s own “**Paid Partnership**” tool. If that tool is used, is it unlikely to be necessary to use an additional disclosure such as “**#ad**” at the start of the post. The [ASA](#) has not officially endorsed this approach, but the [ASA](#) is expected to follow the [CMA](#)’s lead on this. Note that in the U.S., the [FTC](#) has explicitly stated that reliance on platform disclosure tools is not sufficient.

The [ASA](#) also recommends staying away from the following disclosures:

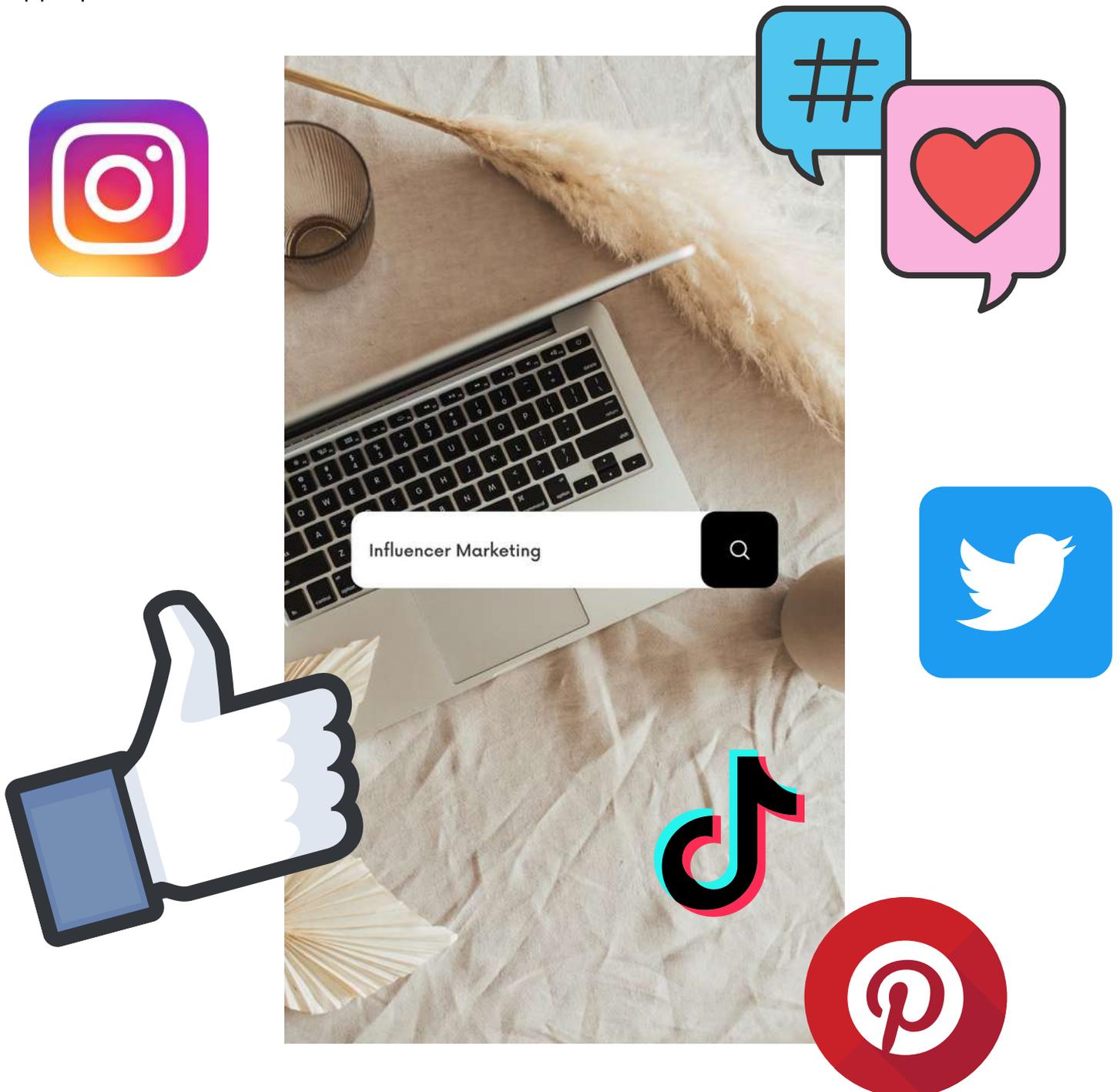
1. Supported by/Funded by [brand]
2. In association with [brand]
3. Thanks to [brand] for making this possible
4. Gifted
5. Sponsored
6. Just @[brand]

In relation to Affiliate Marketing, where the influencer includes an affiliate link (with or without a discount code), the [ASA](#) has ruled that the disclosure “**#affiliate**” is not understood well enough by consumers. So, the correct disclosure for affiliate posts is still “**Ad**”, “**Advert**”, “**#ad**” or “**#advert**” at the very start of the post, or the “**Paid Partnership**” tool on Instagram.

OTHER ADVERTISING RULES

In addition to the rules about including a clear and prominent disclosure, there are other requirements which apply to social media posts published by influencers on behalf of or in connection with a business, including (but not only) the need to ensure that the images and claims in the post are truthful, reflect the honest opinion of the influencer, are not materially misleading, and are substantiated by objective evidence.

In some sectors, for example alcohol, gambling, smoking/vaping, medicines or medical devices, and promoting food which is high in fat, salt or sugar (HFSS) there are also specific rules about the kind of content which is or is not allowed. Many of these will be age-restricted products, and social media posts about them must comply with age targeting rules. It is important to review the [CAP Code](#) to check these specific rules whenever appropriate.



REPORTING AND MEASUREMENT

When demonstrating metrics, it is required that:

1. The source of any metric used is disclosed (i.e. social media platform or proprietary)
2. Where a non-social media platform metric has been created, the calculation is disclosed.

The most imperative needs for buyers are assurance and understanding in knowing that they'll receive metrics to justify their spend.

The following are considered important when presenting metrics at any time (other metrics may also be presented):

1. Audience / Follower number
2. Campaign impressions/ Video views
3. Reach/Average Reach and how calculated
4. Demographic data – source, whole numbers, United Kingdom & Geographical breakdown provided
5. Engagement metrics - platform specific - calculations must be disclosed
6. Cost per metrics must include details of calculations (note: influencer campaigns are unique so *cost per* metrics are not comparable)
7. Results of organic and boosted (paid-for) posts separately (as well as blended)

Metrics should be presented in a format to enable the client to easily determine whole numbers, whether the data is presented as a % or in whole numbers.

Recommended Transparency of Metric Disclosures

- The source of all presented metrics – (where are they from i.e. screenshot from social media platform, platform API, first party data, third-party provider collecting public data)
- For calculated metrics, provide the source of metric, inclusions, time frame used; Processes and tools used to identify the authenticity of the audience (i.e. where tools used to remove inactive, fake followers etc)

Contracted Reporting

- Disclose at the time of contracting the reporting that will be delivered – pre, during and post campaign
- Further updates on metrics will be forthcoming

DEFINITIONS

Definitions Pertaining to this Code

Affiliate Marketing

A marketing arrangement by which an online retailer pays commission for traffic or sales generated from its referrals.

BCMA

The BCMA is the Branded Content Marketing Association and represents a global community of brands, agencies, platforms, agencies, production companies, consultants and influencers.

BCMA Steering Group

This group is made up of representatives from influencer marketing, PR media agencies and influencer marketing platforms in addition leading lawyers and those from the education establishment are involved.

Brand Safety

Refers to the tools and strategies that ensures influencer content or online ad does not appear in a context that could potentially damage the advertiser's brand.

Brief

Is the document provided by the Buyer that outlines the requirements of the engagement with an influencer.

Contract

Is the formal engagement document between the Buyer, Talent Representative or other Third Party and the Influencer. The contract may be a verbal recording, email, digital or other written document.

Contracted Engagement

Includes any verbal recording, email documentation, digital or other document that defines an engagement between an influencer and client/provider/brand. It includes any transaction with financial payment as well as value in-kind, gifts and/or free products.

Control

Includes any specified direction or instruction conveyed to an influencer regarding a brand's product.

Disclosure

Clear, unambiguous declaration of a commercial engagement of advertising on behalf of a brand on content created for a social media platform.

Gift

Any goods, product, trip or service provided at no cost to the influencer. Refer to the ATO for tax implications regarding gifts e.g.: 'gifts may be taxable if you receive them as part of a business-like activity or in relation to your income-earning activities as an employee or contractor'.

Influence

The capacity for an individual or group to affect the thoughts or actions of another.

Influencer

An individual or group who has the capacity to affect the thoughts or actions of another.

Payment

Includes any commercial transaction that may be monetary, Gift or Value-In-Kind including travel, hotel accommodation, products or services.

Seller

An individual or group engaged in the process of selling a service provided by an influencer. This engagement can be direct to a buyer or through an intermediary such as a talent agent or other agency.

Social Content

Any content that someone has posted or shared with others on a social media platform.

Social Media Platform

That uses websites and applications to allow users to directly connect with one another through groups, networks and locations. Examples include Facebook, Instagram, LinkedIn, Twitter, TikTok.

Suspicious Account

Accounts on social media which warrant distrust or appear to be fraudulent.

Suspicious Activity

Activity on an influencer's account that appears to be fraudulent; for example, sudden unexplained increases of likes.

Value-In-Kind

Means goods, products, travel, service and/or value other than the actual form of cash received from brands, sponsors and/or co-marketing partners for various co-marketing initiatives.

Vetting

The actions taken to evaluate or appraise an influencer for relevance, suitability for an engagement. What is vetted will depend on the brand and the engagement.

General Definitions

Application Programming Interface (API)

A set of functions and procedures allowing the creation of applications that access the features or data of an existing application or other service.

Celebrity Influencer

A term used to define influencers with fame, sometimes beyond social media

CPA

Cost per Acquisition

CPM

Cost Per Thousand

CPC

Cost per Click

CPE

Cost per Engagement

CPV

Cost per View

Data Scraping

A technique employed to extract large amounts of data from websites whereby the data is extracted and saved at another location

Handle

An individual's username. Usually used as a means of being found by other users prefaced by the platform it's relating to i.e Instagram Handle or Twitter Handle.

Impression

When something is loaded on a webpage – usually identified as content, an ad or post. Different social media platforms have specific definitions for how this is calculated.

Ad Impression

One ad code load is one ad impression.

Page Impression

One webpage code load is a one-page impression.

Syndication

The sale or licensing of material created by an influencer for publication or broadcasting by the client.

Posted Content

Comment

A publicly posted remark in response to a specific piece of content

Like

The action of selecting the like button on a piece of posted content. (Or double-tapping)

Reaction

The action of selecting a specific reaction on a piece of content.

Share

The action of sharing a piece of posted content with one or several accounts publicly or privately

Saves

The total number of users who have archived a piece of feed content.

Reporting

Engagement

Actions taken on a piece of media (likes, comments, private messages and saves) compared to its total reach.

Cumulative Reach

The practice of adding reach across multiple pieces of content on the same platform. This figure is not verifiably de-duplicated.

Reach

The total number of unique accounts that have viewed a user's content.

Organic Reach

The total number of unique accounts that have viewed a user's content without any boosting or paid amplification on social media.

Paid Reach

The total number of unique accounts that have viewed a user's content as a result of boosting or paid amplification on social media.

RESOURCE LIBRARY

The following links provide a resource to useful links to industry guides, codes, other advertising industry associations:

- Advertising Standards Authority ASA - <https://www.asa.org.uk>
- European Advertising Standards Alliance EASA - <https://www.easa-alliance.org>
- <https://www.asa.org.uk/resource/influencers-guide.html>
- <https://www.asa.org.uk/advice-online/recognising-ads-social-media.html>
- <https://www.aimco.org.au>
- <https://www.thebcma.info/about/influence.html>
- GOV.uk
- CMA / Competition and Markets Authority - GOV.UK
- Social Media Endorsements - GOV.UK (www.gov.uk)
- <https://www.gov.uk/government/news/instagram-to-tackle-hidden-advertising-after-cma-action>

GLOBAL BEST PRACTICE

Best Practice Guidance

In May 2019 the [Influencer Marketing Council](http://www.theimc.co) in the US www.theimc.co released their 'Fraud Best Practices and Guidelines' document that helps support the influencer marketplace alerting participants to some recommended fraud best practices and guidelines.

The US [Federal Trade Commission \(FTC\)](https://www.ftc.gov) also provides guidance on the required disclosure regarding advertising and which can be viewed here: [Electronic Code of Federal Regulations](https://www.ftc.gov/electronic-code-of-federal-regulations). They have also recently released a specific disclosure guide for influencers. through 'The FTC's Endorsement Guides: What People Are Asking'. The document provides examples and guidance on disclosure, and enforcement.

The [Australian Influencer Marketing Council \(AiMCO\)](http://www.aimco.org.au) has a comprehensive guide to download.

Other Markets

Organisations should also be aware of local country laws that may be relevant to advertising disclosures.

PLATFORM SPECIFIC ADVERTISING GUIDELINES

Facebook:

<https://en-gb.facebook.com/business/ads>

Facebook for Business Influencers:

<https://www.facebook.com/formedia/blog/businessinfluencers>

Google:

Ad Policies: <https://support.google.com/adspolicy/answer/6008942?hl=en-GB>

Getting started with brand partnerships:

<https://creatoracademy.youtube.com/page/lesson/partnership-basics>

Instagram:

Branded Content Ads: <https://business.instagram.com/a/branded-content-ads>

LinkedIn:

<https://www.linkedin.com/help/linkedin/answer/727/advertising-guidelines?lang=en>

Pinterest:

Using Ads Manager: <https://business.pinterest.com/en/using-ads-manager>

Snapchat:

Advertising Policies: <https://www.snap.com/en-US/ad-policies>

TikTok:

<https://ads.tiktok.com/help>

Twitch:

Advertisers Guide to Twitch: <https://adguidetotwitch.github.io>

YouTube:

Creator Academy: <https://creatoracademy.youtube.com/page/home>

BCMA Influencer Marketing Best Practice Guidelines

 branded content
marketing association

www.thebcma.info