

Social Media Marketing Compliance Checklist

Use this checklist to ensure you're following legal requirements and best practices for your social media campaign.

Before Working with Influencers

- Have you conducted a quick Influencer background check? (For proper disclosure, fraud red flags, etc.)
- Did you put a written agreement in place with the influencer?

While Working with Influencers

- Did the influencer clearly indicate in their post that they are being compensated (payment, free products, accommodations, etc.)?
- Do their posts include clear disclosures like ***#ad, #sponsored, #[Brand Name]partner*** at the beginning of the post?
- Is the influencer using required platform tools (see below for more information)?
- Do the posts contain only the influencer's honest opinions?
- Do you regularly review all influencer posts for accuracy and compliance?

Interacting with Customers

- Are you asking all customers for reviews, not just the happy ones?
- Are you allowing negative reviews to be submitted without discouragement?

Images and Content

- Are you only using images you created, have written permission to use, or that are properly licensed?
- If using stock images, have you verified that you are authorized to post?

Sweepstakes and Giveaways

- Does your sweepstakes offer an alternative entry method that doesn't require purchase?
- Have you posted the terms, including prize description, eligibility criteria, timeline, age/geographic restrictions?
- In New York, for prizes over \$25: Will you file a Certification of Winners within 90 days?
- In New York, for prizes over \$5,000: Have you filed with Games of Chance Registration and paid the \$100 fee?
- Have you checked and complied with platform-specific sweepstakes rules?