



United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

{Date}

{Address}

Dear {Influencer}:

The Federal Trade Commission is the nation’s consumer protection agency. As part of our consumer protection mission, we work to educate marketers about their responsibilities under truth-in-advertising laws and standards, including the FTC’s Endorsement Guides.¹

I am writing regarding your attached Instagram post endorsing {product or service}.² You posted a picture of {description of picture}. You wrote, “{quotation from Instagram post}.”

The FTC’s Endorsement Guides state that if there is a “material connection” between an endorser and the marketer of a product – in other words, a connection that might affect the weight or credibility that consumers give the endorsement – that connection should be clearly and conspicuously disclosed, unless the connection is already prohibited by the Endorsement Guides.³

The Endorsement Guides apply to marketers and endorsers. [If there is a material connection between you and {Marketer}, that connection should be clearly and conspicuously disclosed in your endorsements.] or [

{*Influencer*}

{*Date*}

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If you are endorsing the