



WEGO Health Patient Leader Tip Sheet

Federal Trade Commission (FTC) Guidelines

We suggest that all Patient Leaders and Experts read through the [FTC Guidelines](#) and check out the [FAQs](#). Many questions can be answered right on the FTC's website.

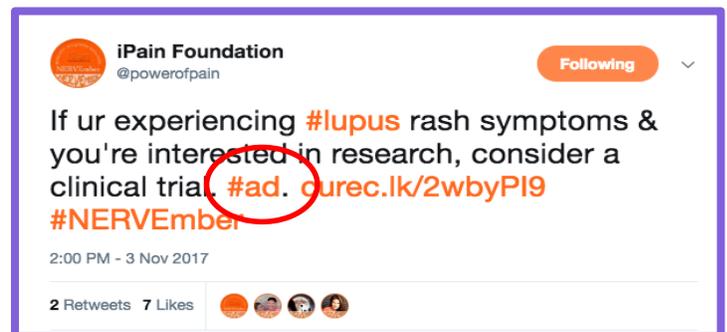
Who Needs To Disclose?

1. Anyone who is being paid to:
 - Endorse or provide a testimonial about a product
 - Write a review about a product that they've received at no charge
2. Any relative or employee of the marketer

How Do You Disclose?

Disclosures must be clear and conspicuous:

- In a font that is easy to read
- In a shade that stands out against the background
- In video ads, on the screen long enough to be noticed, read and understood
- For audio, read at a cadence that is easy for consumers to follow and in words consumers will understand



Does the FTC Monitor & Enforce?

- FTC generally does not monitor bloggers
- Focus is on advertisers or their agencies
- Actions against individual endorsers may be appropriate

The Bottom Line Is:

- When in doubt – disclose
- Be clear and up front – disclose first, then promote / review / endorse
- Don't deceive your network with misleading information
- Endorsements must represent the actual experience of the endorser



WEGO Health Patient Leader Tip Sheet

The following are examples of how to properly disclose by social channel.

Facebook, Twitter & Instagram

Acceptable ways to disclose:

- Lead with "Ad:" or "Sponsored"
- Lead with #Ad or #Sponsored
- Affiliate link: _____
- Sponsored link: _____

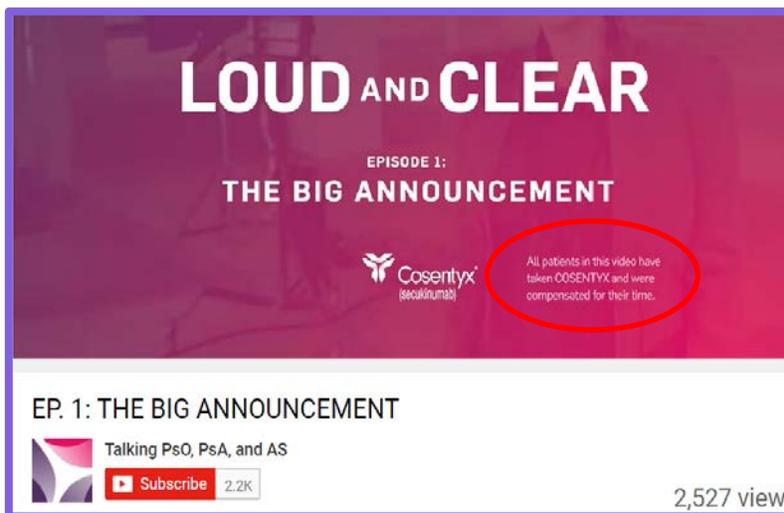
Using the abbreviated hashtag #spon is **not** sufficient.

YouTube & Video

Acceptable ways to disclose:

- Include disclosure in the beginning of the video
- Must be in your video, it cannot just be written in the description

If the video reflects an influencer's opinions or beliefs about a product and they have a relationship with the company, then it is an **endorsement**



Blog Post

Include a paragraph that clearly spells out your affiliation with the company and/or compensation-exact words can be up to the writer. Disclosures that aren't made until the end of your post when you've inserted affiliate or sponsored links may be construed as misleading.

Example disclosure:

"I was over the moon when [brand name] reached out to me about presenting their newest collection..." or "[brand name] gave me the opportunity to try out [product] and I'm beyond excited to share it with you."