

Do It Right

Checklist Pack

Print one copy per campaign or audit. Tick each box and keep the completed sheet for your records.

Disclaimer: Educational only; not legal advice.

Pre-Publish Post Check

Run this before any post, video, Story, or email that mentions a product, service, or brand.

Done	Item	Notes / evidence
■	I have a material connection to the brand (money, free product, commission, discount code, employment, family, or equity).	
■	My disclosure is in plain language a stranger would understand.	
■	The disclosure appears before any link, swipe-up, or call to action.	
■	On video/Stories, the disclosure is visible on screen and/or spoken early enough to catch.	
■	I did not use #sp, #spon, or vague phrases like 'thanks brand' as the only disclosure.	
■	If the post includes an affiliate link or discount code, I explained that I may earn something.	
■	I have permission to use any photos, music, or testimonials shown.	
■	The caption and image together do not hide or contradict the disclosure.	

Affiliate Link & Code Check

Use this whenever you share a tracking link, discount code, or referral URL.

Done	Item	Notes / evidence
■	The link or code is clearly labeled as an affiliate/referral link near the link itself.	
■	The disclosure is on the same platform where the link is shared.	
■	I did not bury the disclosure in a long list of hashtags or behind a 'more' button.	
■	I understand the commission structure and any minimums or clawbacks.	
■	The merchant's terms allow the type of content I am publishing.	
■	I keep a dated screenshot or archive of the published post with the disclosure.	
■	I will monitor the link for changes in merchant terms or product claims.	

Landing Page & Claim Check

Use this before launching a sales page, ad landing page, or product detail page.

Done	Item	Notes / evidence
■	Every objective claim has competent and reliable evidence on file before publication.	
■	Earnings or results claims show the typical result, not just the best case.	
■	Testimonials and before/after images are genuine and representative or clearly labeled.	
■	Urgency claims (limited stock, countdown timers, flash sales) reflect real facts.	
■	The full price, including all mandatory fees, is shown before checkout.	
■	Subscription terms, billing frequency, and cancel method are clear before payment.	
■	The page does not use dark patterns to hide opt-outs or add surprise charges.	
■	Privacy policy and terms match what the page actually does.	

Review Solicitation Check

Use this before asking customers for reviews or managing review platforms.

Done	Item	Notes / evidence
■	All customers are asked for reviews the same way, regardless of expected sentiment.	
■	Negative feedback is not routed to a private survey while positive feedback goes public.	
■	Any incentive for reviews is small, disclosed, and not tied to a star rating.	
■	Employees, family, or friends who review disclose their relationship.	
■	We do not write, buy, generate, or commission fake reviews.	
■	We do not remove truthful negative reviews solely to protect our rating.	
■	We respond to reviews professionally and document any disputes.	
■	We monitor review platforms and agencies for suspicious activity.	

Affiliate & Partner Onboarding Check

Use this when signing up creators, affiliates, or marketing partners.

Done	Item	Notes / evidence
■	Partners sign a written agreement that includes FTC compliance obligations.	
■	We provide plain-language disclosure examples for each platform they use.	
■	Partners understand that free products and discount codes trigger disclosure duties.	
■	We train partners on claims substantiation and prohibited health/earnings claims.	
■	We prohibit fake reviews, fake engagement, and review gating.	
■	We require partners to keep dated records of their posts and disclosures.	
■	We audit partner content quarterly and address violations in writing.	
■	We have an escalation path for repeated or serious compliance failures.	