MODULE 9: SOCIAL MEDIA

Creator partnership plan

Lesson: Influencers, creators and the disclosure rules · about 15 minutes

Plan one creator collaboration, from goal to disclosure to measurement.

Your business (name, service, main city):

1. State the goal of the collaboration in one sentence, and choose the type: gifted, invited guest, paid, affiliate or ambassador.

2. List three creators who post about the events you serve in your area, and note their audience location and the kind of comments they get.

3. Write the deliverables, key messages and usage rights you will put in the agreement.

4. Write the exact disclosure wording the creator will use in the caption and say aloud in the video.

5. **Describe how you will track inquiries from the campaign, and the cost per inquiry that would make you repeat it.**

Check: can you now

- Decide which type of creator collaboration fits your goal and budget
- Vet a creator and write a brief and agreement that cover deliverables, usage and disclosure
- Apply Ad Standards' disclosure guidelines and the Competition Act to gifted, paid and affiliate content

One change you will make this week