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Influencer Campaigns on a Tight Budget

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Recent Crackdown

FTC guidelines have been precautionary and the FTC was not actively monitoring blogs and social media. However, in March of 2016 a settlement was reached between the FTC and national retailer Lord & Taylor involving an Instagram promotion.

A handwritten signature in black ink that reads "Lord & Taylor". The signature is written in a cursive, flowing style with a large, sweeping underline that extends across the width of the text.

Traditional Media

FTC has a very robust set of guidelines for traditional mediums such as television and print advertising and is more actively developing policies around social media and blogs.



Applicable Law

Applicable law is the FTC Act which applies to language from an endorser acting on behalf of a brand/company/product. This is considered commercial speech and cannot be deceptive and will have disclosure requirements.



Disclosure



Bloggers do not have to disclose compensation if they purchased a product themselves or received a free sample that is publicly available.

Compensation



Bloggers that are compensated for product mentions must disclose and the FTC Act applies.

Perks



Bloggers that receive free products or perks in exchange for articles or mentions must also disclose and the FTC Act applies.

Marketing Network



Bloggers that are members of a marketing exchange/network that write articles for free products samples must also disclose and the FTC Act applies.

Streaming Video



The same product endorsement rules apply to YouTube and other video social media platforms.

- <https://youtu.be/JU3KtHN7a3M>

Industry Specific Rules



Industry specific rule such as free meals for restaurant reviews.

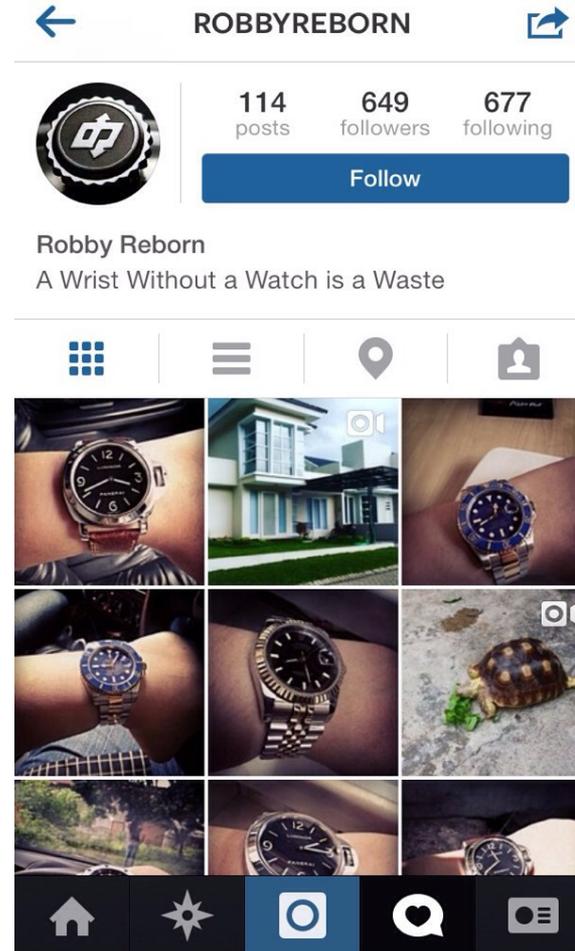
Contests & Internal Engagement



Issues are arising with contests and internal employee promotion campaigns.

Posting on Social Media

Photosharing on social media is actually considered an endorsement even if the post does not include text.



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Celebrities

Celebrity, influencers, and spokespeople have special precautions that they should take.



New Technology New Rules

FTC admits to not knowing how to handle features that positively support a brand such as the Facebook "Like" button, but do not have a disclosure feature.



Clear and Distinct

Single disclosure on homepage or a single webpage is not sufficiently conveying an endorser to advertiser relationship.



Save the Details

Bloggers do not have to list specifics such as receiving \$50 or a gift card to Barnes & Noble. Paid Endorsement is sufficient unless the relationship is of a company owner/employee.



Samples

Samples Disclosure- "Nike sent me a pair of Air Jordan's to try, and I think they are great"

Sample Guidelines to Bloggers or Influencers (Source- FTC's Endorsement Guides What People Are Asking)

- Disclosure needs to be "clear and conspicuous"
- Disclosure should be near the claims that they relate to
- Disclosure should be in front and easy to read
- Disclosure should stand out from the general copy
- Disclosure for video should on screen long enough to be understood
- You cannot write about a product or experience if you haven't actually tried it
- You cannot simply endorse a product just because you were being paid. The commentary needs to be authentic.

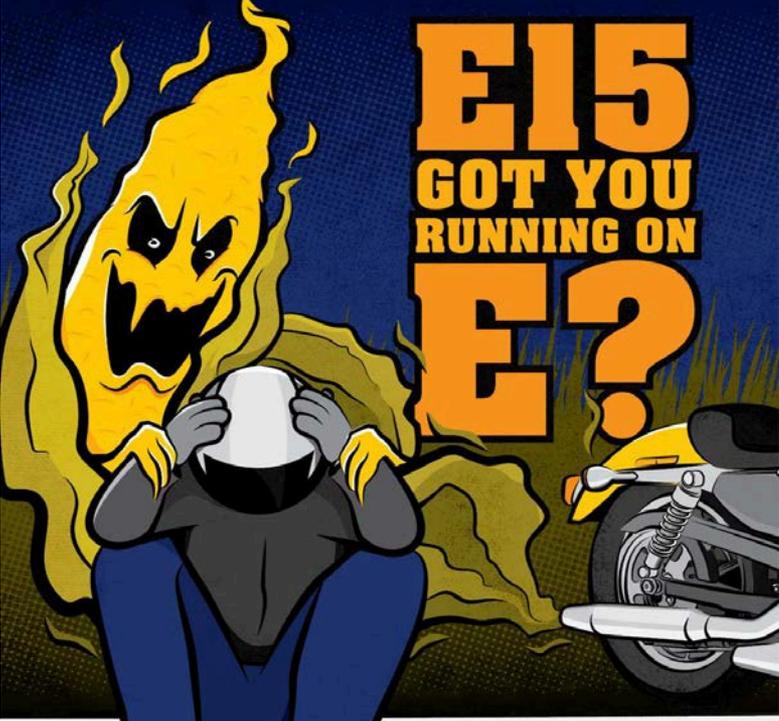
Additional Resources

- ".com Disclosures How to Make Effective Disclosures in Digital Advertising" FTC.gov
- "Are You Adhering to the FTC's New Social Media Guidelines" Angie Pascale

Influencer Campaigns in Advocacy

- American Motorcyclist Association
- American Diabetes Association
- Two National Non-Profits
- Advocates to Government Influencers
- Limited Resources
- Content is Key

Controversial



**E15
GOT YOU
RUNNING ON
E?**

 The Renewable Fuel Standard proposal announced on May 29 by the U.S. Environmental Protection Agency would increase the risk of inadvertent misfueling for motorcyclists and all-terrain-vehicle owners by forcing the widespread availability of higher-ethanol fuel blends, such as E15. Act now by signing the American Motorcyclist Association's petition to voice your concern.

AMA
AMERICAN MOTORCYCLIST ASSOCIATION

Scan the QR code on your mobile device or visit <http://tinyurl.com/AMAE15Petition>.

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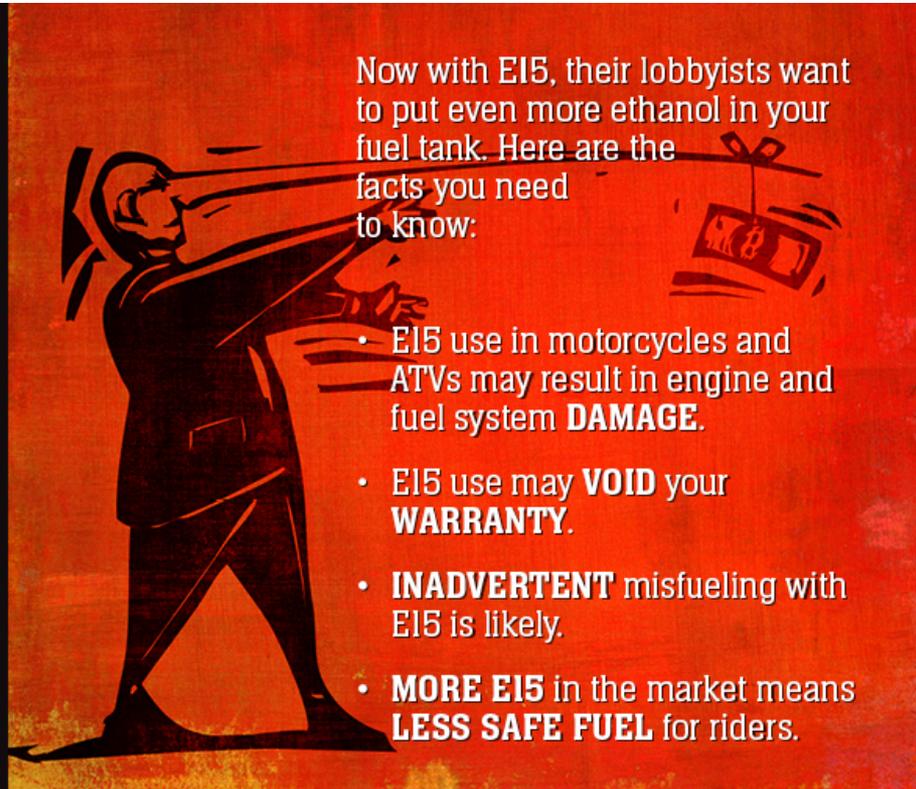
Controversial

For 10 years BIG Ethanol has been MISLEADING the American public and politicians ABOUT THE BENEFITS OF ETHANOL.



Now with E15, their lobbyists want to put even more ethanol in your fuel tank. Here are the facts you need to know:

- E15 use in motorcycles and ATVs may result in engine and fuel system **DAMAGE**.
- E15 use may **VOID** your **WARRANTY**.
- **INADVERTENT** misfueling with E15 is likely.
- **MORE E15** in the market means **LESS SAFE FUEL** for riders.



Visual/Stock Photos



Twitter



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Evergreen Platform

AMA Legislative Scorecard

Where Do Your Representatives Stand On Motorcycling Issues?

The American Motorcyclist Association has compiled this AMA Legislative Scorecard to help motorcyclists evaluate each member of Congress based on the representative's support for motorcyclists' rights.

This scorecard provides a performance percentage for each elected official. That score reflects the representative's favorable stance on issues affecting motorcyclists' rights.

As the premier organization when it comes to protecting your right to ride, the AMA updates the scorecard weekly when Congress is in session.

TOP 3 OF THE WEEK



 <p>Sen. David Vitter (R-LA)</p> <p>Like Share</p> <p>Tweet to @davidvitter</p>	 <p>Rep. Jim Sensenbrenner (R-WI)</p> <p>Like Share</p> <p>Tweet to @jimpressoffice</p>	 <p>Rep. Dan Benishek (R-MI)</p> <p>Like Share</p> <p>Tweet to @congressmandan</p>
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Celebrity Engagement



NFLPA ✓
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Follow

American Diabetes Association and NFL players launch "Team Tackle" initiative: prn.to/22fK4XP
Live Now: WhiteHouse.gov/live

RETWEETS

13

LIKES

10

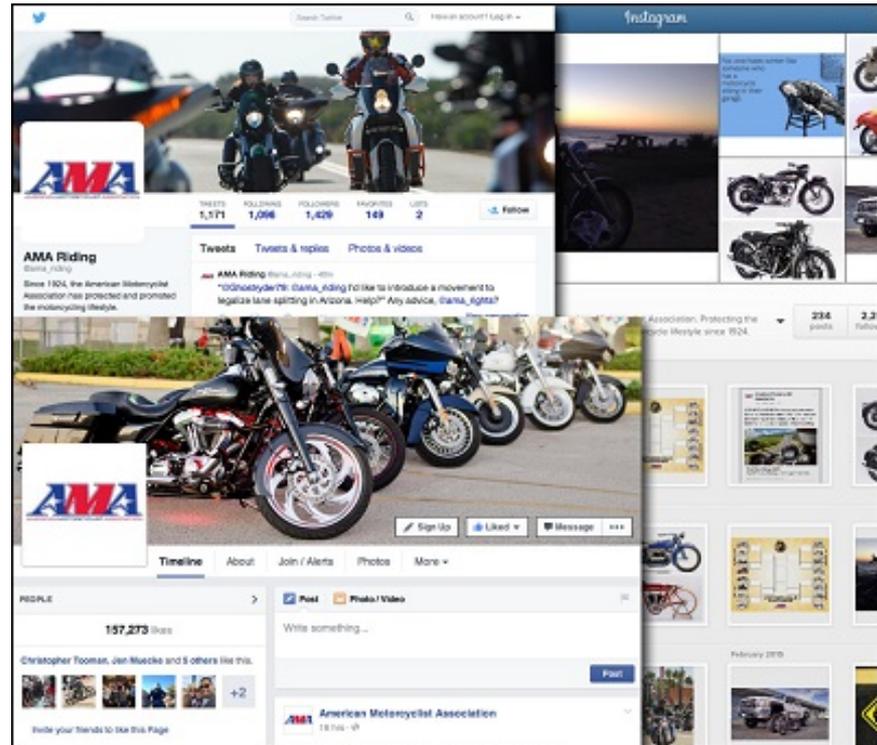


11:16 AM - 7 Apr 2016



Reply to @NFLPA

Connecting Online and Offline Engagement



Share Results

**AMA Fuel Mandate
Public Comment Campaign**

AMA
AMERICAN MOTORCYCLIST ASSOCIATION

 29,379 Petition Signatures	 7,609 Letters to Elected Officials	 48 Days	 13 Tweets	 4 Blog Posts	 1 Letter to the Editor	 1 Voice is now thousands
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With you, the AMA leads the way!



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New Recruitment and Engagement Tool

SPARKINFLUENCE

Takeaways

- Build a community that will relay your message to influencers.
- Create compelling, controversial and visual content.
- Connect Online and Offline Activities.
- Inform community on campaign results.
- Create a platform for constant action and engagement.
- Bolster your reach with media and celebrities on social media.

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