

Influencer marketing is a powerful tool for e-commerce brands, especially those operating in heavily regulated categories like hemp, CBD, and health-adjacent products. However, one of the most common pitfalls when working with influencers is receiving briefs that are minimalistic — often reduced to nothing more than a list of hashtags and posting dates. While this might seem convenient, such briefs leave creators confused, increase compliance risks, and ultimately jeopardize the campaign's success.

Brands such as **Joy Organics** have pioneered thoughtful and comprehensive influencer programs, while platforms like **Tomoson** enable seamless influencer discovery but can't replace the need for clear, responsible communication. Moreover, the **Federal Trade Commission (FTC)** imposes mandatory guidelines that brands must follow, especially in regulated product categories where claims can have legal consequences.

In this blog post, we'll explore how to fix influencer briefs that only have hashtags and dates by adding crucial elements like language lists, disclosure rules, and proof asset requirements to ensure both compliance and campaign success.

Why Minimalist Influencer Briefs Are a Risk

A brief containing only hashtags and posting dates can produce serious problems for brands and creators alike. Here are some of the key risks:



- **Brand Message Dilution:** Without clear talking points, influencers can generate off-brand or inconsistent messages that confuse consumers.
- **Legal Exposure:** Unregulated claims or a lack of proper disclosures risk FTC penalties or even lawsuits, especially in health and hemp-related industries.
- **Creative Confusion:** Influencers may produce content that is irrelevant, non-compliant, or inconsistent with campaign goals, leading to wasted budget and effort.
- **Monitoring Difficulty:** With no explicit requirements around proof assets like screenshots, URLs, or compliance checklists, tracking and approving posts post-publication becomes a headache.

To avoid these pitfalls, brands must proactively enhance their briefs with detailed guidance and requirements.

Step 1: Add Language Lists — Approved vs Prohibited Language

In regulated product categories, certain claims or phrasing can cross regulatory lines. For example, health-adjacent products often have restrictions on claims related to curing, preventing, or mitigating diseases. Without clear guidance, influencers might unintentionally make disallowed claims, landing the brand in hot water with authorities like the **FTC**.

How to Build a Language List

1. **Approved Language:** Provide creators with a list of safe terms, phrases, and benefits that are pre-vetted by compliance or legal teams. For example, Joy Organics provides influencers with approved talking points like “supports relaxation,” “promotes a sense of calm,” or “made from organic hemp extract.”
2. **Prohibited Language:** Clearly detail phrases to avoid—such as “cures anxiety,” “FDA approved,” or “treats medical conditions.” These phrases can trigger regulatory action and must be off limits.
3. **Contextual Examples:** Include sample sentences or captions that illustrate the proper use of language to inspire influencers and minimize risk.

Implementing a detailed add language lists within your brief dramatically reduces the likelihood of non-compliant messaging, helping your team and creators uphold brand integrity.

Step 2: Add Disclosure Rules to Ensure FTC Compliance

The FTC requires that all sponsored content clearly discloses the nature of the partnership between influencer and brand. In e-commerce, especially in regulated segments, full transparency isn't optional — it's mandatory.

Common Disclosure Requirements

- Disclosures must be clear, conspicuous, and placed close to the endorsement.
- Simply tagging a brand or including a hashtag like #ad may not be sufficient; explicit language such as #sponsored or Paid partnership with [Brand] is preferred.
- Disclosures should be included in all platforms—whether on Instagram Stories, Reels, TikTok videos, or YouTube uploads.

How to Add Disclosure Rules to Your Brief

1. Specify the exact disclosure wording required for each platform. For example, “Please include ‘#ad’ or ‘Paid partnership with Joy Organics’ at the beginning of your caption or video description.”
2. Provide examples or templates illustrating compliant disclosures.
3. Explain why disclosures matter — both from a legal standpoint and in terms of building trust with audiences.

Brands using platforms like **Meta** can also encourage influencers to use built-in branded content tools, which clearly mark posts as paid partnerships to improve transparency and compliance.

Step 3: Add Proof Assets for Accurate Post-Monitoring and Reporting

After the influencer publishes their content, brands need to collect proof to monitor compliance, report on reach and engagement, and optimize future campaigns. Simply trusting influencers to deliver is not enough — a clear proof asset policy is essential.



What Proof Assets to Request

Proof Asset Purpose Screenshot of the live post Verify content, disclosures, and hashtag usage as seen by the public Direct URL to the post Easy access for internal review and campaign analytics Post analytics summary (if applicable) Evaluate performance metrics like views, clicks, and engagement Signed compliance checklist Confirm influencer adherence to brand guidelines and FTC regulations

Platforms like Google Sheets or specialized influencer marketing platforms like Tomoson allow you to track submissions efficiently and flag compliance issues promptly.

Additional Tips for Fixing Your Influencer Brief

Conduct FTC Training and Monitoring

The FTC increasingly expects brands to train influencers on compliance proactively. This means not only giving them a paper brief but also hosting compliance workshops or webinars where influencers can learn about:

- What qualifies as a claim versus an opinion
- Disclosure requirements
- How to avoid inappropriate language

Regular monitoring via real-time dashboards or designated campaign managers ensures issues are caught before they escalate.

Leverage Technology for Compliance

Use automated compliance tools integrated with social platforms like Meta and Google to scan posted content for forbidden language or missing disclosures. This reduces manual monitoring workload and speeds up the review process.

Be Transparent and Collaborative

Influencers appreciate a thoughtful brief that respects their creativity while providing guardrails, transparency on campaign goals, and clear communication on expectations.

Conclusion

If your influencer brief currently consists [geo shipping restrictions](#) solely of hashtags and post dates, it's time to upgrade your approach. By adding detailed **language lists**, clear **disclosure rules**, and robust **proof asset** requirements, you'll set your campaigns up for legal compliance and marketing success. Brands like Joy Organics lead by example with responsible influencer communication, while tools from Tomoson, Meta, and Google can help you streamline operations and monitoring.

Remember, in regulated categories, brand responsibility doesn't end with a contract. It requires ongoing guidance, training, and oversight to protect both your brand and your creators.

Start building comprehensive influencer briefs today — your compliance team, influencers, and customers will thank you.