



# Labelling of advertising in social media

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Do you post advertising on your profiles in social media and blogs? This is how to remain in line with the law.



## What do you need to label?

You need to label everything that promotes the sale of a product or service for a trader, and that you post because you are paid to do so or because of other advantages you receive. Examples of advertising that needs to be labelled:

- You are paid to post something about a product or a trader.
- You are lent something, get things free or are given a service or a trip either free or at a discount in return for an expectation that you will give it exposure on the trader's behalf.
- You have a general agreement to be an 'ambassador', 'partner', or similar.
- You organize competitions or hand out 'giveaways' for a trader.
- You use advertising links. In that case both the post and the links must be marked.
- You promote the sale of goods or services that you have an interest in, i.e. self-advertising.

## How do you label advertising?

Everyone must be able to recognize advertising *before or at the same time as* they see what you have posted. This means that:

- The labelling must be in a prominent place, in a clear font and in a large enough font size.
- You must use unambiguous words like 'advertising' or "commercial promotion".
- You must be clear about who you are advertising for.
- The labelling also has to be clear when posts containing advertising are shared in other media.

## Where do these requirements apply?

The requirements apply in all social media, for example blogs, Facebook, Instagram, Twitter and Snapchat etc. For video-sharing services like YouTube, see the Norwegian Media Authority's guides.

## Do you have any more questions?

The Consumer Authority has also produced a more detailed guide about the labelling of advertising in social media.

See also our 'Frequently asked questions' (Only in Norwegian).

## Comply with the law!

Advertisers, networks and advertising agencies that you cooperate with are also liable for ensuring compliance with the law. The Consumer Authority is authorised to prohibit illegal marketing and can impose infringement penalties.