

Disclose a relationship



Use this when you got it for free or were paid to post.

1

Is there a connection?

Money, a free product, a job or a family tie all count.

2

Say it plainly

Use everyday words: “They sent me this for free.”

3

Say it where people will see it

Put it in the video itself, not only in the caption.

4

Keep your honest opinion

Your review can still say what you think of it.

Example from Case 8

- 1 The publisher sent Gia a free copy of its spring novel for review.
- 2 Plain words: “The publisher sent me this book for free.”
- 3 Say it in the first three seconds, out loud and on screen.
- 4 Then Gia says what she thinks. She loved the novel.

⚠ Watch out: A brand tag or #booktok does not say the book was free. Viewers need to hear or see it.



Sentence frames

They sent me ___ for free.

I was paid by ___ to ___.

My honest opinion is ___.