Is my post an ad and do I need to label it? Start Is the post advertising Is it immediately obvious that it's your own products, an ad, before people click on it? prize draw/competition you're running? Have you included a discount code or hyperlink Are you receiving a free Are you receiving as part of an 'affiliate' product/service; a free loan of a product/service; money promoting agreement, so you get a product/service/ paid a commission for a free trip or hospitality; or any other benefit or brand in this post? each time someone clicks through and/or makes a incentive? purchase? It sounds like you don't need to label it. You need to **LABEL IT** (or otherwise make very clear that it's an ad)! in the caption or using hashtags or native branded tools #Ad #Advert #Advertising **#PaidPartnership #PaidPromotion** #Sponsored Why do you need to disclose? Disclosure is required because its against the law to mislead or deceive a consumer. **Refer to Australian Consumer Law**