

Brink's Dos and Don'ts for Advertising on Social Media

DO:

- Be truthful.
- Have a reasonable basis to substantiate all advertising claims.
- Disclose any conditions or disclaimers attached to promotions, especially advertisements for “free” or “reduced” products or services.
- Make disclosures clear and conspicuous (easy to notice, read, hear, and understand).
- Pay special attention to the accuracy of claims about health or the safety of products or services.
- Permit consumers to leave honest reviews without penalty.
- Post only demonstrations that show how a product or service will perform under normal use.
- Use correct grammar, punctuation, and active functionalities (no “play” buttons that don't work).
- Post only endorsements by customers or influencers that are genuine, sincere, and disclose material connections with the company.
- Provide refunds, if the company offers a refund policy.

DON'T:

- Make any false, deceptive, unfair, or misleading claims through statements or omissions.
- Post content that infringes on the intellectual property rights of a third party, including copyright and trademark rights, or content that belongs to someone else, including images, videos, or audio.
- Post content that infringes on the privacy, publicity, or other personal or proprietary rights of a third party.
- Prevent people from posting honest reviews, or threaten or penalize people for posting honest reviews.
- Make assertions or implications about a person's race, ethnic origin, religion, beliefs, age, sexual orientation, gender identity, disability, medical condition, financial status, voting status, membership in a trade union, criminal record, or name.
- Post content that discriminates or encourages discrimination against people based on personal attributes.
- Post cause-based advertisements that call for people to take political action.
- Use or promote any shocking, sensational, inflammatory, or violent content or language.
- Post content containing URL links that create a disruptive or misleading user experience.
- Target advertisements to minors that exert undue pressure or contain inappropriate content for the age group targeted.