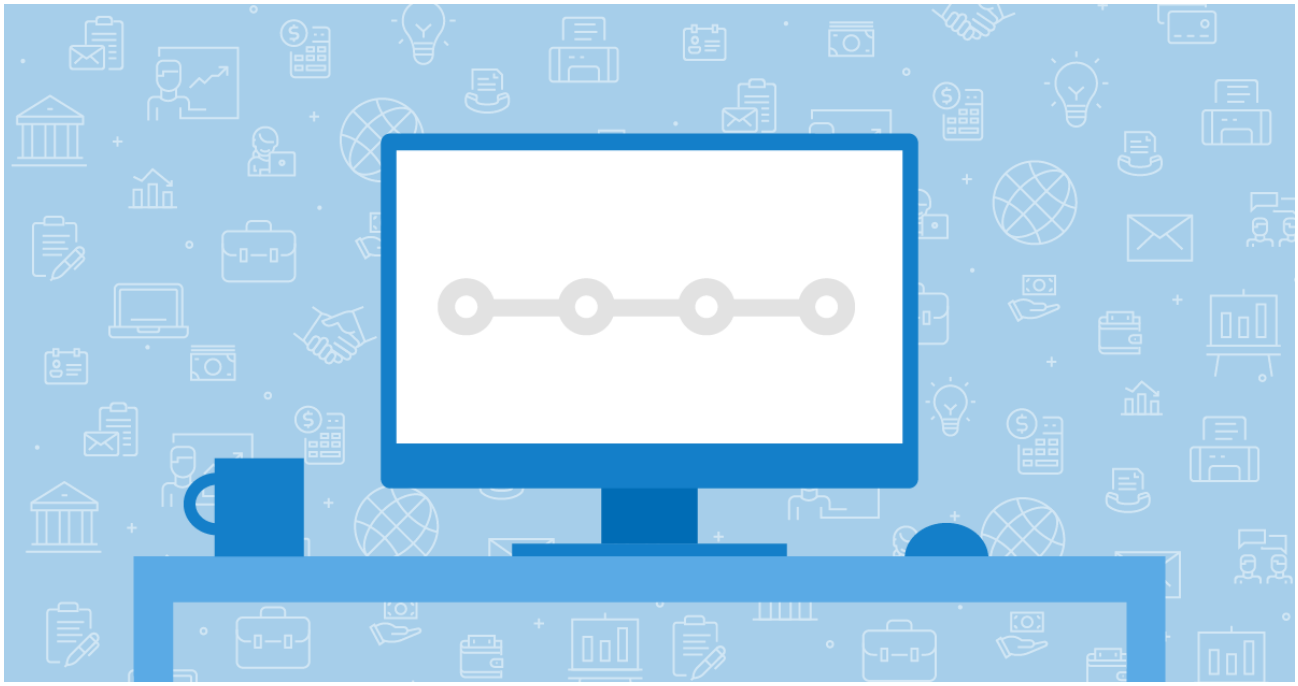
Influencer Agreement/Contract Checklist

Share this checklist with your team. Follow these procedures to make sure your contracts go out seamlessly so you can make successful, lawful, and effective partnerships.



INCLUDE THE BASICS

- [ ] Influencer name
- [ ] Company/Blog
- [ ] Date/Duration of the partnership
- [ ] Description of the campaign/partnership/sponsorship
- [ ] Description of deliverables
- [ ] Describe frequency of deliverables and times to be delivered/posted/published/etc
- [ ] Include which social media platforms will be use
- [ ] Payment (describe how/when payment(s) will be made (include payment structure if needed)

CAMPAIGN/PARTNERSHIP/SPONSORSHIP

- [ ] Include schedule briefing session to cover all details and deliverables
- [ ] Make sure influencer(s) agrees and signs of on all meetings and deliverables
- [ ] Include brand messaging and brand voice in contract
- [ ] Include content ownership clause (company/brand should be able to re-use, re-post, edit, modify, adapt, and translate the sponsored content for x period of time.)
- [ ] State included content (hashtags, promo codes, links, tracking links, coupons, etc)
- [ ] Include competitors and have influencer(s) sign off that they are not currently working with competitors and will not for x

period of time

- [ ] Include influencer discloser (good faith, exaggeration, false claims) guidelines
- [ ] Include confidentiality agreement
- [ ] Include that influencer will follow all FTC guidelines (such as #ad or #sponsored in posts)
- [ ] Influencer will include full report with analytics and tracking
- [ ] Include cancellation clause (list out reasons for canceled contract/partnership)
- [ ] Include duration clause (how long influencer has to keep brand content on social media/blog/etc)
- [ ] Make sure influencer has signed all documents

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