

Influencer Briefing Agreement

for Social Media Campaigns

This Influencer Briefing Agreement ("Agreement") is made as of _____ ("Effective Date") by and between:

Brand/Agency Name: _____

Influencer Name: _____

1. Campaign Overview

Campaign Name: _____

Campaign Description: _____

Campaign Objectives:

- Objective 1: _____
- Objective 2: _____

2. Deliverables

- **Platform:** Instagram / TikTok / YouTube / Other: _____
- **Content Format:** Post / Story / Reel / Video / Other: _____
- **Number of Deliverables:** _____
- **Key Dates/Deadlines:** _____

3. Content Guidelines

- **Mandatory Hashtags:** #_____, #_____
- **Mention/Tag:** @brandaccount
- **Brand Messages to Include:** _____
- **Do Not Mention:** _____
- **Other Requirements:** _____

4. Compensation

- **Fee:** \$_____
- **Payment Terms:** _____
- **Other Benefits (if any):** _____

5. Usage Rights

- Brand may use influencer content for (choose): organic / paid / owned / other: _____
- Usage period: _____

6. Disclosure & Compliance

- Influencer agrees to comply with FTC guidelines and clearly disclose partnership (e.g. #ad, #sponsored).

7. Confidentiality

- All information in this brief is confidential and not to be shared externally without permission.

8. Termination

- Either party may terminate this agreement with written notice.

Brand/Agency Representative

Signature / Date

Influencer

Signature / Date