

# 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:

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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

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Signature / Date

Influencer

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Signature / Date