

Influencer Content Approval Checklist

General Requirements

- Content aligns with brand guidelines
- No spelling or grammatical errors
- Clear and accurate messaging
- Relevant hashtags and tags are included

Compliance & Legal

- Disclosure of sponsorship/ad (#ad, #sponsored)
- No use of prohibited language or claims
- Music/images used are licensed or royalty-free

Visual & Aesthetic

- Brand/product is clearly visible
- High-quality image or video
- No inappropriate or off-brand visuals

Post Details

- Correct post date and time scheduled
- Captions and CTAs (calls-to-action) included
- Handles and links are accurate