

In the rapidly evolving landscape of influencer marketing, clear and compliant disclosures are paramount, especially when promoting regulated or health-adjacent products. Brands like **Joy Organics** and platforms such as **Tomoson** have navigated this complex terrain by adopting robust compliance strategies aligned with **FTC (Federal Trade Commission)** guidelines.

This blog post delves deep into the crucial question: *Do disclosures in video descriptions alone meet FTC rules?* We'll unpack [tomoson.com](https://www.tomoson.com) key aspects including brand responsibilities, FTC training and monitoring expectations, approved vs prohibited disclosure language, and the specific limitations on claims for health products. Additionally, we'll spotlight tools like **Meta** and **Google** that help ensure compliance across platforms.

The Foundation: Why Disclosures Matter for Brands and Creators

The FTC's primary concern is transparency. Consumers must clearly understand when content they view or interact with is sponsored or includes compensation. For brands, this means ensuring creator claims are not only true but also properly disclosed.

Brands such as **Joy Organics**, a leader in hemp-based wellness products, have implemented stringent processes to ensure influencers disclose sponsorship appropriately, reflecting FTC expectations. Platforms like **Tomoson** facilitate this alignment by connecting brands with creators while stressing compliance.

Brand Responsibility for Creator Claims

While creators produce the content, the **brand** remains legally responsible for claims made about the products and how disclosures are presented. This responsibility includes:

- Providing clear FTC guidance to all creators
- Monitoring influencer content before and after posting
- Enforcing usage of approved disclosure language
- Correcting or removing non-compliant content promptly

Ignoring these duties risks financial penalties and reputational damage, particularly in regulated categories such as hemp/CBD and health-adjacent sectors.

What Does the FTC Say About Disclosures?

The FTC's Endorsement Guides and more recent influencer guidance emphasize that disclosures must be clear, conspicuous, and placed in a way consumers cannot miss.

In-Content Disclosure is Strongly Preferred

A disclosure placed directly in the content itself (such as on-screen text or spoken disclosure in a video) is preferable. The FTC warns about the risks of placing disclosures solely in video descriptions, which consumers often overlook.

Disclosure Placement	Compliance Risk Example	In-video spoken or text overlay disclosure	Low risk; FTC preferred
"#ad" displayed on-screen during the video	Only in video description	Higher risk; description-only disclosure	risk
"This video is sponsored by Joy Organics."	Unclear or missing disclosure	Very high risk; non-compliance	No
mention of sponsorship or compensation			

Description-Only Disclosure Risk

References often mention the **description-only disclosure risk** — the possibility that a disclosure contained only in the text area below a video will not be seen by viewers, making it insufficient to meet FTC standards.



Several studies and FTC statements reveal that many consumers watch videos on mobile devices where descriptions are not immediately visible, increasing the chance the disclosure will be missed.

Leading platforms including **Meta** and **Google** enforce policies requiring creators and advertisers to use clear on-content disclosures, not just description text.



How Tomoson and Other Platforms Address This

Tomoson, a prominent influencer marketing platform, requires creators to include visible hashtags such as #ad or #sponsored within the video or as close to the start of the caption as possible. They train creators and monitor content to reduce description-only risks.

FTC Training and Monitoring Expectations for Brands

The FTC expects brands to take active and ongoing steps toward compliance. This includes:

1. **Clear Training:** Educate creators on FTC rules and provide brand-specific, approved language and disclosure placement guidelines.
2. **Pre-Publication Review:** Review content drafts or scripts before posting to confirm disclosures and claims align with FTC and brand policies.
3. **Post-Publication Monitoring:** Use tools and manual audits to track published content and swiftly address non-compliance.
4. **Corrective Actions:** Request edits or removals when disclosures are missing or inaccurate, and keep a record of these interventions.

Brands can leverage technology solutions offered by platforms like **Meta** and **Google**, which provide reporting and policy enforcement mechanisms, to help automate some of this monitoring.

Approved vs Prohibited Disclosure Language

An essential part of compliance is using wording that is both understandable to the average consumer and specifically recognized by the FTC. The following guidelines help delineate approved and prohibited language.

Approved Disclosure Language Examples

- **#ad**
- **#sponsored**
- **"Sponsored by [Brand]"**
- **"Paid partnership with [Brand]"**

Prohibited or Problematic Language

- "Thanks to [Brand]" (may be ambiguous)
- "Affiliate link in description" (does not clearly state sponsorship)
- **Vague terms like "partner" without clarification**
- Disclosures buried in hashtags or at end of lengthy text blocks

Brands like **Joy Organics** explicitly provide creators with approved language blocks to avoid confusion and ensure FTC compliance.

Health Product Claim Limits and Compliance

When marketing health-adjacent or hemp-based products (e.g., CBD supplements) — categories regulated heavily by the FDA and FTC — claims must be carefully vetted to avoid violations.

- **No disease claims:** Creators cannot claim products cure, treat, or prevent diseases without FDA approval.
- **Substantiated benefits only:** Any health claims must have competent and reliable scientific evidence.
- **Clear disclaimers:** For example, disclaimers like "These statements have not been evaluated by the Food and Drug Administration."

Brands such as **Joy Organics** provide creators with strict claim guidelines and examples, emphasizing FTC and FDA compliance to avoid triggering enforcement actions.

Key Takeaways: Best Practices for FTC Influencer Guidance Compliance

1. **Disclose Sponsorship In-Content:** Place disclosures visibly on video content (spoken or text overlay) rather than relying solely on the description.
2. **Use Approved Language:** Stick to clear, FTC-approved phrases such as #ad or #sponsored.
3. **Train & Monitor Creators:** Provide comprehensive FTC influencer guidance training and actively review content pre- and post-publication.
4. **Limit Health Claims:** Avoid unsubstantiated or prohibited claims about product benefits, especially in regulated categories.
5. **Leverage Platform Tools:** Utilize the compliance features available through **Meta**, **Google**, and influencer marketing platforms like **Tomoson**.

Conclusion

While disclosures in video descriptions are better than no disclosure at all, relying solely on description-only disclosures poses significant risks of non-compliance with FTC rules. Brands bear ultimate responsibility for ensuring influencer content is transparent and truthful.

Leading companies such as **Joy Organics** have demonstrated compliance success by emphasizing *in-content disclosures*, clear language, and rigorous creator training and monitoring. Following FTC influencer guidance, leveraging technology from **Meta**, **Google**, and influencer platforms like **Tomoson**, brands can confidently navigate regulatory and reputational minefields.

Staying ahead of FTC mandates not only protects your brand but also builds trust with consumers in a crowded marketplace increasingly scrutinizing influencer authenticity and transparency.