

# Annex B – Guidance Notes for Interactive Marketing Communication & Social Media

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These guidance notes are intended to help the Advertising Standards Authority of Singapore (ASAS), as well as marketers and their agencies, to interpret the rules in the Singapore Code of Advertising Practice (SCAP). They neither constitute new rules nor bind ASAS in the event of a complaint about a marketing communication in relation to the Code. Final decisions on any complaint that require interpretation of the Code rest with the ASAS Council.

In addition to the specific guidance provided in this document, marketing communications should, at all times, reflect not just the letter of the Code but also its spirit.

## 1. Disclosures

1.1 The following is a clarification of the sponsorship arrangements and commercial relationships that require disclosures:

<b>Disclosure required</b>	<b>Disclosure not required</b>
<ul style="list-style-type: none"><li>• The client sponsors the content space in return for a mention. The content may include a “listicle” or an educational message.</li><li>• The client pays for marketing messages in the content that promote their product or service.</li><li>• The client solicits a review by providing a product or service at its own expense. These include preview events, product launches and food tastings.</li><li>• The client pays for the promotion of an event, a contest or an offer.</li><li>• The content features or mentions a sponsored product or service.</li></ul>	<ul style="list-style-type: none"><li>• The client pays the social media platform to boost the content and it is labelled as such by the platform.</li><li>• When the provider of a product or service uses its own social media channel or platform.</li><li>• Shared posts or re-shared posts where no incentives or financial gains are given.</li></ul>

## 2. Forms of disclosure

2.1 Disclosures of sponsored content should be displayed as early as is reasonably possible in the following ways:

- For still and animated images, the disclosure is to be included in the picture or the caption.
- For video formats, the disclosure is to be included in a visible form within the video, especially on platforms where they are likely to be played without sound.
- For audio formats, the disclosure is to be included in an audible form within the recording.
- Written disclosures may take the following forms:

For content without length constraints	For content with length constraints
'This post was sponsored by...'	'#adv'
'This post was brought to you by...'	'#sp'
'This post was created in partnership with...'	'#sponsored'
'I would like to thank (client) for their invitation'	'#endorsed'
'The featured products were provided by...'	Affiliate links may also be indicated using symbols, provided a disclosure clarifying this is included.
'We were a guest of...'	
'This post includes affiliate links'	

2.2 Where the sponsored content includes the originator's personal opinions and experiences, this may be indicated in the disclosure.