

ASCI Advisory for LinkedIn Influencers

Date: January 14, 2025

It has come to the attention of the Advertising Standards Council of India (ASCI) that a growing number of content creators (influencers) on the LinkedIn platform are failing to disclose material connections between themselves and the products, services, or advertisers they promote.

This constitutes a breach of the ASCI Code and the Guidelines for Influencers in Digital Media. Furthermore, non-disclosure of material connections is a direct violation of the Consumer Protection Act, 2019, as well as the Central Consumer Protection Authority's (CCPA) Guidelines on "Celebrities, Influencers, and Virtual Influencers on Social Media Platforms."

The CCPA guidelines explicitly state: *"Failure to disclose any material connection or non-compliance with the Consumer Protection Act 2019 and Rules made thereunder would make violators liable for strict action under the law."*

A material connection refers to any association between an advertiser and an influencer that could impact the weight or credibility of the influencer's representation. Such disclosures must be clear, upfront, and prominently displayed and not buried within a group of hashtags or links.

Given that LinkedIn influencers are generally more educated and aware than the average social media influencer, it is strongly recommended that they familiarize themselves with the ASCI Guidelines and the CCPA regulations. Influencers must ensure that any posts involving material connections are accompanied by appropriate disclosures in compliance with these guidelines.

Non-compliance, particularly repeated violations, will result in the escalation of cases by ASCI to regulatory authorities for necessary action.