

Advisory for LinkedIn Influencers: Mandatory Disclosure of Material Connections

Mumbai, January 14, 2025: The Advertising Standards Council of India (ASCI) has issued an important [advisory for LinkedIn influencers](#), urging compliance with guidelines requiring disclosure of material connections with brands, services, or advertisers they promote. This move aims to reinforce adherence to self-regulatory and legal standards, and to uphold the integrity of influencer marketing.

In the past week alone, 60 such cases were brought to ASCI's attention by alert professionals on LinkedIn. Of these, 56 cases are being processed for violations, primarily due to non-disclosure of material connections. These non-disclosures are in potential breach of the ASCI Code, the [Guidelines for Influencers in Digital Media](#), and the [Central Consumer Protection Authority's \(CCPA\) Guidelines](#).

Unlike other popular social media platforms, LinkedIn does not provide platform disclosure tools. In such a case, the influencers themselves have to display the permitted disclosure terms like "Ad" or "Partnership" amongst others. In recent times, the platform has seen several cases of professionals talking positively about certain products or services and even advertising campaigns without revealing that they are part of a campaign. These practices mislead audiences, who may believe that the views represented by such professionals are unbiased and not influenced by any collaboration. Several alert professionals now tag The Advertising Standards Council of India on such suspected posts, which then examines such cases.

Key Takeaways for Influencers:

1. **Material Connection:** Influencers must disclose any relationship with an advertiser that could affect the content's credibility.
2. **Disclosure Requirements:** Disclosure must be clear, upfront, and not hidden within hashtags or links.
3. **Compliance:** Influencers must familiarize themselves with ASCI Guidelines and CCPA requirements.

"LinkedIn influencers are seasoned professionals and trusted voices in their respective fields; this makes it all the more important for them to lead by example when it comes to responsible influencing. Being transparent about material connections is mandated both by the ASCI Code and the CCPA guidelines. The advisory is a direct reminder that such non-disclosures could lead to a loss of credibility for violators, as well as possible action by the regulators. We thank the LinkedIn community of professionals who are aiding ASCI by sharing such links and helping keep the advertising ecosystem honest." **said Manisha Kapoor, Secretary General and CEO, ASCI.**

Press Note



To help influencers comply with these regulations, ASCI offers [The Responsible Influencing Playbook](#), an e-learning certification course that includes modules on regulatory requirements, understanding disclosures, and how influencers can safeguard themselves. The course is aligned to enhance skills in responsible influencing and contribute to a community rooted in trust and transparency.

[Please click HERE to read the ASCI Advisory](#)

About the Advertising Standards Council of India (ASCI)

The ASCI, established in 1985, is committed to the cause of self-regulation in advertising, ensuring the protection of consumer interests. ASCI seeks to ensure that advertisements conform to its Code for Self-Regulation, which requires advertisements, to be legal, decent, honest, and truthful and not hazardous or harmful while observing fairness in competition. ASCI looks into complaints across all media, such as print, TV, radio, hoardings, SMS, emailers, internet/website, product packaging, brochures, promotional material, point of sale material, etc. ASCI has collaboratively worked with various government bodies, including the Department of Consumer Affairs (DoCA), the Food Safety and Standards Authority of India (FSSAI), the Ministry of AYUSH, and the Ministry of Information and Broadcasting (MIB). In August 2023, the ASCI Academy, a flagship program of ASCI, was launched to build the capacity of all stakeholders to create responsible and progressive advertising. ASCI Academy aims to raise standards of advertising content through training, education, outreach, and research on the preventive aspects of advertising self-regulation.

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