

HOW IS INFORMATION CONSTRUCTED?



ADVERTISING ON INSTAGRAM

Good and not-so-good practices.

ADVERTISING IDENTIFIED BY OBVIOUS KEYWORDS
(#AD, #ADVERTISING, #SPONSORED, #PARTNER_CO, #PAIDPUBLICATION)

HIDDEN DISCLOSURES

TRADEMARKS ARE "IDENTIFIED", THANKED, MENTIONED SEVERAL TIMES

IDENTIFIED IN THE SECTIONS PROVIDED FOR THIS PURPOSE ON SOCIAL MEDIA

AMBIGUOUS HASHTAGS

David_Smith

Garden Garden

See the Likes

Thanks to **Garden Garden** for the beautiful flowers.
Can't wait for summer! #ad #GardenGarden_Partner
#summer #flowers #colours #seasons #lifeisbeautiful