

Affiliate Disclosure Checklist

Use this checklist before publishing content that includes affiliate links, sponsorships, gifted products, discounts, or another material relationship.

01

☐

I identified every financial, employment, personal, family, gifted, discounted, loaned, or sponsored relationship connected to the content.

RELATIONSHIP

02

☐

I checked the current rules for the audience, country, platform, program, and content format.

RULES

03

☐

The disclosure explains the relationship in plain language.

PLAIN

04

☐

The disclosure uses the same language as the recommendation.

LANGUAGE

05

☐

The wording does not depend on unexplained terms such as affiliate, collab, partner, or commissionable.

TERMS

06

☐

The main disclosure appears before or close to the first commercial recommendation or link.

PLACEMENT

07

☐

Individual commercial links are identifiable when only part of the content is affiliate-funded.

LINKS

08

☐

The disclosure remains visible on mobile and is not hidden behind a More control.

MOBILE

09

☐

The text has readable size, contrast, and screen time.

READABLE

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10

☐

Social posts include the disclosure in the post itself, not only in the profile or first comment.

SOCIAL

11

☐

Video and audio content contain an in-content disclosure as well as a written disclosure near relevant links.

MEDIA

12

☐

Live content repeats the disclosure so late viewers can receive it.

LIVE

13

☐

Each material benefit is described accurately, including free products or sponsored travel when relevant.

BENEFIT

14

☐

Paid links use the appropriate sponsored or nofollow attribute for search engines.

SEO

15

☐

Product claims, experience statements, prices, and limitations were verified independently of the disclosure.

VERIFY

16

☐

I checked every link and disclosure in the final published view.

FINAL

17

☐

I recorded who approved the content and when the relationship and rules should be reviewed again.

REVIEW

REMEMBER

A disclosure supports transparency, but it does not replace accurate claims, independent verification, or compliance with current rules.

Publication record

Content or URL: _____

Approved by: _____

Approval date: _____

Next review date: _____