

Social Media Guidelines: Influencer Marketing

Curtin University is committed to transparent online advertising. These Guidelines are prepared by University Marketing to assist when you engage or collaborate with someone (such as a social media influencer / content creator) to promote, endorse or otherwise advertise Curtin on their social media account.

If you are engaging an influencer / content creator and have any questions after reading these Guidelines, please contact University Marketing.

Code of Conduct

Before you engage an influencer / content creator, you must provide them with Curtin's Creator Code of Conduct, which sets out the conduct Curtin expects from them. You can get a copy of the Code of Conduct from University Marketing.

In particular:

1. **Disclosure** – The influencer / content creator engaged by Curtin must clearly disclose in the content that it is an advertisement, so that their audience is aware of the commercial relationship between Curtin and the influencer. The disclosure must be prominent and not hidden in the post.
2. **Genuine views** – The content paid for by Curtin must reflect the genuine views of the influencer / content creator.

Social media platforms

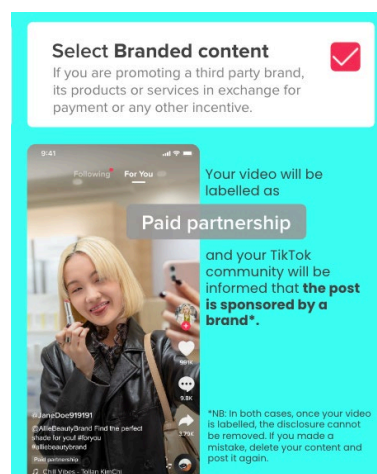
Different online platforms establish and enforce different policies / terms of use relating to marketing and advertising.

You must familiarise yourself with the relevant platform's terms of use / policy and ensure that it is complied with.

For example:

1. **Instagram** has Branded Content Policies, including requiring users to use a 'paid partnership' label when posting branded content.
2. **TikTok** has Monetization and Advertising Policies, including requiring users to turn on a content disclosure setting.

See the following examples:



General tips when engaging with influencers / content creators

1. **Be clear with your goals** – Do you want to increase brand awareness, generate leads, or drive sales? Once you know your goals, you can start to look for influencers who can help you achieve them.
2. **Do your research** – Look at the influencer / creator's audience, engagement rate, content, style and the level of positive / negative comments they receive. Consider:
 - a. Does their content align with the Curtin values?
 - b. Have they said anything negative about Curtin in the past on their channel?
 - c. Is Curtin's association with the person relevant / does it make sense to the Curtin brand?
3. **Set a budget** – The price of the engagement will depend on the influencer / creator's number of followers and engagement:
 - a. There are 3 types of influencers: nano (<10K followers), micro (10K-100K followers) and macro (100K-1M followers).
 - b. Consider how much you're willing to spend on each post or campaign and ensure the influencer / creator you choose is within your budget. For more information on benchmark costs, check out this article: [view here](#).
4. **Negotiate terms** – Negotiate the price, the number of posts, community management and the creative control. To minimise reputational risk, you should ensure you can review and approve the content being created before it is published (however, the content should still reflect the genuine views of the influencer / creator).
5. **Monitor results** – For example, tracking website traffic, social media engagement, and reach.
6. **Curtin student influencers** – If you plan to engage Curtin students to create content, you need to ensure they are current students, and they are not misrepresenting the University or the student experience in any way.

Curtin Advertising Procedure

Using social media influencers / content creators is a form of paid advertising, and as such the University's [Advertising Procedures](#) should be followed.