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BBB National Programs Supports Brands & Influencers With New Influencer Certification Program

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The rise of influencers and creator-driven content has fundamentally reshaped online marketing. Brands increasingly turn to influencers to reach audiences in authentic, engaging ways, but this new trend is not without risk. Many influencers are unfamiliar with advertising laws and regulations, and careful oversight can undermine the authenticity brands want from their influencer partners. In response to these challenges, BBB National Programs, through its Center for Industry Self-Regulation's Institute for Responsible Influence (CISR), has launched a groundbreaking initiative: the Responsible Influence Certification Program.

This new program aims to empower influencers with essential knowledge of advertising law, helping them avoid pitfalls that could lead to misleading or deceptive marketing practices. By completing the program, influencers will demonstrate their commitment to legal compliance and ethical standards, positioning themselves as trusted partners for brands and businesses. Likewise, by prioritizing certified and trained influencers, brands can protect their credibility and proactively mitigate risk.

One key focus of the certification program is the FTC's Endorsement Guides. Influencers that complete the training program will be educated on these guides, which have long detailed how standard false advertising laws apply to influencer marketing. Brands working with certified influencers will know that their influencer partners understand how to ensure all advertising claims are truthful, not misleading, and supported by evidence. Certified influencers will also be trained to ensure that any material connections (like payments or free products) are clearly disclosed.

For brands and businesses, the certification provides a valuable tool for vetting potential influencer partners. Working with certified influencers means partnering with individuals who understand the legal fundamentals and are less likely to expose a brand to regulatory scrutiny or reputational harm. This proactive approach not only reduces legal risk but also fosters greater trust between brands, influencers, and consumers.

This initiative represents an important step toward expanded industry self-regulation. By equipping influencers with knowledge and encouraging responsible practices, the program supports a healthier, more transparent online marketing ecosystem. As influencer marketing continues to evolve, initiatives like this will be critical for maintaining consumer confidence and ensuring that all parties—brands, influencers, and audiences—benefit from clear, honest advertising.

To learn more about the Responsible Influence Certification Program and how it could benefit your business or influencer partnerships, visit the official page here: https://responsibleinfluence.org/. For more information about false advertising and endorsement, please reach out to the Kilpatrick Advertising team.