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Shortform Talking Points & Compliance Requirements

managed by

influencelogic

Document Overview:

Below you will find Talking Points and Compliance Requirements for your sponsorship. The Talking Points are meant to help you create an engaging and authentic integration in your video/post, and the Compliance Requirements are there to ensure we are all following the standards set by the brand, the YouTube platform and associated governing institutions.

The Talking Points are meant to be directional based on language that we know to engage viewers, but we encourage you to add your own personal, authentic touch to the integration (also review our content recommendations at the end of this document). In contrast, the Compliance Requirements are mandatory. If you have any questions about this document, please contact your Partnership Manager at InfluenceLogic for quick clarification. We are eager and happy to help.

If you haven't already, please take advantage of the 6-month free trial of Aura that we offer. Injecting your personal experience with Aura into this sponsorship will greatly elevate it.

Talking Points

What Aura's App Does
- Monitors the dark web to see if any of your personal information has leaked (emails, passwords, SSNs, etc)
- Monitors your credit accounts and alerts you to suspicious activity fast
- One-click secure VPN so you can shop, bank and browse online securely and privately
- Scan your devices for malware, ransomware, viruses and more
- Parental controls to let your kids explore the internet safely. Filter harmful sties, apps and manage screen time easily
- Automatically requests removal of your information from various data broker lists and people search websites

What Makes Aura Different
- Simple: Effortless, Frictionless, Easy to use and set up
- Proactive: Protects against today's and tomorrow's threats, Does it for you, AI-enabled, Intelligent safety
- Modern: Online safety for today's digital safety, Tech that grows with your family, High Tech, High touch, A true technology partner, State of the art/clever

Topline Aura Messages
- Every once in a while, a product comes along that changes everything. Aura's an easy to use app that includes everything families need to protect their identities, money, passwords, devices and more.
- It's really easy to set up and has everything you need, so you don't have to download several different apps to get things like parental controls, antivirus, ID theft and transaction monitoring and more. You get everything at one affordable price.
- And the best part is that it's proactive, working on your behalf to prevent online threats and keep you and your family safe.
- Browse safely. Surf smarter. Aura comes packed with all the tools you need to protect your family from the online threats you can't see.

Compliance Guidelines

Your content **will not be approved** unless the steps are completed. Please refer to the type of content you are going to post.

YouTube Shorts

Please use the following, highlighted text in your description:

Go to my sponsor https://aura.com/XXX *to get a 14-day free trial and see if your personal information has been compromised*
- This link must be hyperlinked (preceded by https://) Please ensure the link reads https://aura.com/XXX
- The link, call-to-action and disclosure must be the first line of the description

Your short will not be approved without:

- Accurate, functional URL featured in description (please click to ensure)
- Both URL and sponsorship disclosure in first line of video description
- Audible/verbal sponsorship within 5 seconds of first mention of brand in video

TikTok

If you link directly to the brand in your bio, you must include the following arrow emoji and language in your bio text:

⬇ Check out my sponsor below

If you're linking to the brand via LinkTree, disregard.

For a normal TikTok video

- Audible/verbal sponsorship within 5 seconds of first mention of brand AND #sponsored or #ad is in the description of the video
- Accurate, functional URL featured in bio/LinkTree (or other link sharing platform)
- Link adheres to link in bio guidelines OR #sponsored or #ad is directly beside link on Linktree (or other link sharing platform)

For a TikTok Live video

- Must include verbal disclosure such as "This live is sponsored by (Brand)" any time the brand is promoted
- "Sponsored by (Brand)", #sponsored or #ad included in description or title of the live video
- Accurate, functional URL featured in bio/LinkTree (or other link sharing platform)
- Link adheres to link in bio guidelines OR #sponsored or #ad is directly beside link on Linktree (or other link sharing platform)

Instagram

If you link directly to the brand in your bio, you must include the following arrow emoji and language in your bio text:

⬇ Check out my sponsor below

For a IG Reel

- Audible/verbal sponsorship within 5 seconds of first mention of brand AND #sponsored or #ad is in the description of the video

- Accurate, functional URL featured in bio/LinkTree (or other link sharing platform)
- Link adheres to link in bio guidelines OR #sponsored or #ad is directly beside link on Linktree (or other link sharing platform)

For a IG Live

- Must include verbal disclosure such as "This live is sponsored by (Brand)" any time the brand is promoted
- "Sponsored by (Brand)", #sponsored or #ad included in description or title of the live video
- Accurate, functional URL featured in bio/LinkTree (or other link sharing platform)
- Link adheres to link in bio guidelines OR #sponsored or #ad is directly beside link on Linktree (or other link sharing platform)

For a IG Story

- Audible/verbal sponsorship within 5 seconds of first mention of brand
- #AD is featured on every slide of the story
- Accurate, functional URL is used in story sticker