



# ̄URA

 This script was last updated on **Feb 6, 2025**. If it's more than 30 days after this date make sure you have the most updated script here:

<https://brands.influencelogic.com/aura>

 Please adapt the script below to your own style and experiences. Stick to the core themes as much as you can. Add in personalization when prompted. If you have your own unique idea to promote Aura, feel free to create a script about that instead.

 **Important Note:** This script is politically neutral, but highlights real-world events that emphasize the importance of protecting your privacy



Elon Musk now has access to your social security number.

- [Show this headline](#) or a similar visual

You probably have seen by now that Elon's DOGE representatives were granted access to the US Treasury.

The type of personal information they have access to now includes social security numbers, bank accounts, home address, personal financial data and more.

Whether you think it's a good idea or not, you need to be aware that your personal data is in jeopardy during this transition.

- **Feel free to personalize this if you want to take a side on this debate. For example, you could be concerned that legacy federal employees being forced out of their roles will be disgruntled and leak data to make Elon look bad ([this has happened before with Tesla](#)) or you could be concerned with what Elon intends to do with all this data/if he will be careful enough with this access. Or, you can simply be concerned about such a chaotic transition that involves so much sensitive personal information.**

It's on us to protect ourselves, that's why I use Aura, today's sponsor.

Aura keeps you safe online by doing all of the hard work for me.

- [Show visuals of Aura](#) as you talk about the features below.

Aura will continuously monitor the dark web and alert me if they find my personal information exposed.

They're going to let me know fast if anyone tries to use this information to access my credit or bank accounts.

Plus, they give me up to \$5 million in identity theft insurance should the worst case scenario happen.

They also identify data brokers who are selling my information and submit opt out requests on my behalf.

Give Aura a few weeks and you'll stop seeing your information on these sites when you search yourself, which will lead to less spam!

The Aura app also has a VPN with 100+ virtual locations. Does your current VPN have all these other features too?

You can go to my link [aura.com/\[YourLink\]](#) to try 14 days for free. It's up to us to protect our own data, and Aura helps us do that.

↓ Please view video description & compliance guidelines on next page ↓

# Compliance Guidelines

## **Video Description Requirements:**

Please use the following, highlighted text in your description:

*Go to my sponsor [https://aura.com/\[YourLink\]](https://aura.com/[YourLink]) to get a 14-day free trial and start protecting your data — because if you don't, who will?*

- This link must be hyperlinked (preceded by `https://`) Please ensure the link reads [https://aura.com/\[YourLink\]](https://aura.com/[YourLink])
- The link, call-to-action and disclosure must be the first line of the description
- Please also include the highlighted text as a pin comment.

## **Compliance Requirements:**

The video **will not be approved** unless these requirements are met:

- Video has been marked as Paid Promotion
- Audible/verbal sponsorship disclosure within 5 seconds of first mention of brand (in each sponsorship segment)
  - Please do not show B-Roll of brand or brand logo *before* sponsorship disclosure
- Accurate, functional URL (please click to ensure)
- Both URL *and* sponsorship disclosure in first line of video description
- Only link placement in first line of video description
- Link audibly mentioned and shown on screen during sponsorship segment
- Refrain from providing incentives to encourage your audience to sign up for Aura. While it is acceptable to make genuine recommendations, promoting signups through incentives may result in your program participation being revoked.
- Do not tell your audience they can try Aura for 2 weeks then cancel if they don't want to pay. While that is true, our goal for this sponsorship is get people to stay on as Aura customers after the 2 weeks are up.
- Do not indicate Aura is a tool just to get your credit score

## **Quality Guidelines**

If the steps below are completed, it greatly increases the chance your sponsorship is successful.

- You personalize the read so you aren't just reading off the talking points, but instead inject your own unique creativity, personal experience and/or expertise

- Do not segment out your sponsored integration into its own chapter. Instead, include it at the beginning or end of another content-focused chapter
- You show your face for at least 50% of the sponsorship segment
- You show the product in action (or B Roll) for about 10 seconds during the sponsorship segment
- You share your special discount AND encourage your audience to click the link in description
- Your sponsorship segment occurs in first 5 minutes of the video (if video is over 10 minutes long)
- No noticeable decrease in quality of sponsorship segment compared to rest of video