

**South African Content  
Creator Charter**



Creator Commitments  
28 August 2024



## • Content Creators' Commitments

- I commit to inspiring and fostering a vibrant community around my content and social profiles, avoiding any form of discrimination or harmful content. I value and respect the diversity of opinions of my followers, brand partners and other creators.
- I do not buy followers, views, engagements or engage in follow-for-follow groups or engagement pods. I aim to build my profile and reputation through my content.
- I only collaborate with brands that align with my values and share honest opinions based on my personal experiences.
- I am transparent with my audience about all paid partnerships, sponsorships, free products, and other benefits, using appropriate tags (e.g., #SponsoredBy, #ad).
- I avoid making false or misleading claims about products or services by verifying information with brand partners.
- I act professionally with brand partners, respect agreements, and honour data privacy. I do not use others' content without permission and credit the original creator wherever possible.
- I agree to comply with decisions made by the ARB with regards to influencer marketing campaigns I participated in. Specifically, I will remove or modify content I have posted if an official decision is made by the ARB that the content does not comply with South African advertising standards.