

# CREATOR TERMS

## Definitions

There are a number of terms you will need to understand when it comes to making sure you are following all of the rules as a Kickass Content Creator. This is by no means all of them, but they are the most common one's that I come across in my day to day.

Remember that I am not qualified to give legal advice, and rules vary from country to country. If you are confused about any legal issues in your business please contact a legal professional.

### Ambassador

An ambassador has always been defined as a representative or promoter of a specific activity, service, brand or product, and it is no different in the Content Creator market. If you enter into an agreement, and are being paid for being an ambassador, you are expected to be promoting the brand, representing them in a positive light, and increasing brand awareness and sales. If you're considering an ambassador position, make sure to define all expectations and compensation.

### Brief

An influencer brief is a document that a brand or agency provides an influencer after he/she has contractually agreed to participate in an influencer marketing campaign. Typically a one-page long document, an influencer brief is a resource meant to assist an influencer when they create sponsored content for a campaign. The document offers an overview of the campaign's purpose and spells out what is expected of the influencer. It should be easy to understand and to follow.

### Campaign

Campaigns are organized marketing efforts working toward a single goal. A campaign may be just you creating content to promote a brand, or it could be a huge marketing push utilising the skills and influence of dozens, or even hundreds of Content Creators worldwide.

### Case Study

A case study is nothing more than a document summarising a campaign for use in your own brand marketing, or to present to the brand that contracted you to produce the campaign. It should contain any KPIs, highlights, issues, and general feedback that is deemed useful information for any of the involved parties.

### Contra / Gifting Campaign

A Contra agreement is where there will be no financial transaction involved but simply an exchange of products for services, usually their product in exchange for your services. It may be as basic as you providing a single post in exchange for a swimsuit, or as large as you receiving a free multiday tour in exchange for a complete package of deliverables.

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The contract is the official document that lays out the full agreement and the expectations of all included parties. It should clearly state in clear language, everything the brand is expecting from you as far as deliverables, timeline, and what will happen if you don't fulfil the terms, as well as what you will be receiving from them in exchange for your services, and when you will be receiving it. It is crucial that this document be signed by all parties otherwise you may find yourself with less than you expected or nothing at all, and without any recourse options.

### Deliverables

"Deliverables" are the products or services you're providing to your client or brand partner in exchange for monetary compensation, travel or product trade. To negotiate partnerships, you need to understand the types of deliverables you can offer a brand to help them achieve their social media influencer marketing goals and objectives. Once the deliverables are agreed upon, then you know what you have to deliver to the brand or client for the partnership, campaign or project to be complete.

### Engagement Rate

Your Engagement Rate is a measurement of how active your social accounts are and how strong your community support is. Today brands look more for a strong engagement rate than just for large follower numbers because it shows them that when you promote something to those followers, people are actually paying attention.

### Exclusivity

To have an "exclusivity" clause in any agreement means that the party, generally the brand paying for your services and content, is purchasing an exclusive right to publish that content. Not only does that mean you will not be able to use that content in any other campaign, but you will not even be legally permitted to publish it as non-sponsored content on your own platforms. Exclusive content should demand a higher price in your negotiations.

### FAM Trip

FAM trip stands for familiarization trip which is very similar to the term "press trip" - they are frequently used interchangeably. Until recently, a FAM trip would be complementary to travel agents with the aim of having them promote the product or destination to their clients, but now these trips can include anyone who is in the position to promote the product, property, or destination...like a Content Creator! A FAM trip can be organized by airlines, hotel companies, tourism boards - really anyone who would benefit from your recommendation (or endorsement) of their property or destination to your audience.

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### Key Performance Indicators (KPI)

A Key Performance Indicator or “KPI” is a business term used to refer to any measurable aspects of a business that are helping you reach your overall goals and objectives. So for Content Creators, a KPI could be the number of new email sign-ups you got for a brand’s email list, or engagement rate and the number of engagements achieved during a campaign. It is important when working with a brand to understand their KPIs before the partnership begins so you can plan how to best target your social media platforms and influence to help them achieve their goals and make the partnership a success.

### Letter of Agreement

The letter of agreement between you and your brand partner is a very important step in finalizing your partnership and can be used instead of a contract for the partnerships if the terms are quite simple and straightforward. And again, you should definitely have a contract or agreement in place before you start doing any work for a brand or client.

### Perpetuity

Basically, Perpetuity means forever. You will likely see this term pop up when you are discussing exclusivity. During negotiations on this type of content creation, there are two common periods for that sole rights to using the content. In some cases, the content may have a time limit on the exclusivity, perhaps a month, a year, or longer, and often with options to renew the deal at an additional cost. While in other cases the rights to exclusivity can be forever, or in perpetuity. It is generally accepted that you can request double the price, or more, for in perpetuity content rights.

### Photo Waiver

A photo waiver, or a photo release form, is a document that has all the details about ownership of content, usability of photos or video and any releases required for your partner to do X,Y,Z with your images. Just as you should have any person whose image appears in your content sign a photo waiver, you should sign a waiver for brands to use your image if you appear in any of the content you provide them.

### Press Trip

Press trips are promotional trips that are organized by DMOs and brands to promote their products, services or destinations. Depending on your contract, press trips are typically all expense paid trips that you can attend in exchange for promotion and content of that destination, hotel or brand! Sometimes press trips are unpaid but typically when there are additional brand partners or a campaign element, you would be compensated for the trip. And while press trips sound like an amazing way to see a new place you need to understand that they are work trips and not for pleasure. For example a tourist board press trip to Hawaii sounds awesome but you may not be having much fun after you spend half a day inspecting hotel rooms all over Honolulu.

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### Rate Sheet

Not so long ago every Influencer had a Rate Sheet that they would send off with their Media Kit. It showed prices for every type of content creation and usually included some package prices as well. While some still use that technique, I am not a fan, and prefer to base my pricing on the brand I am negotiating with, taking into account their budget, size, requirements, and how much I want to work with them.

### Reach

Reach basically means how many people see, or can potentially see, your content. For example, if you're an Instagram influencer then your "reach" can be the number of followers you have, Story views or even impressions on a post.

## Disclosing Ads Cheat Sheet

**PR (public relations):** If you have followed or watched any big influencers for a while you have probably heard the term PR package. This is essentially an influencer goodie bag of products the brands are wanting to promote. But these aren't just for those mega influencers and celebs anymore, PR is taking over the micro-influencer too.

PR is sent without a contractual obligating for influencers to post and create content with these products and more just a hope they will. You could say it is a bribe from a brand to get some extra marketing.

**GIFTED/CONTRA:** While very similar to PR, gifted/contra campaigns often involve more communication and an agreement that in exchange for these GIFTED products and services an influencer/creator has set deliverables. This is an actual collaboration.

**PRESS STAY/TRIP:** These are the primary collaborations within the travel industry as they revolved around travel being that product or service on offer. You as a creator are staying in exchange for providing press. In saying that, press stays can be both gifted and paid campaigns.

**PAID:** The classic #ad we all know and love; when a brand is paying you as a creator for set deliverables, yes monetary remuneration!

Brands understand the power of social media Content Creators and that influencer marketing on social media works. They are now taking this industry seriously which means allocating money from traditional marketing budgets and putting it into social media and influencer marketing instead. At the end of the day, brands are a business and want to work with professionals so understanding and knowing the social media influencer marketing lingo is one of the best ways to get ahead in this industry and stand out from the crowd!