



# Content Creator Protocol

## FOR ONLINE VIDEO ON SOCIAL MEDIA

### THREE THEMES



1 Commercial communications on social media



2 Minors



3 Prohibition of hate speech

### FOR WHOM

For any content creator, vlogger, and/or influencer who provides an audiovisual media service and is established in Flanders.



Vlaamse  
overheid


VLAAMSE  
REGULATOR  
VOOR DE MEDIA

Onafhankelijk toezichthouder voor  
de Vlaamse audiovisuele media

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## 01 COMMERCIAL COMMUNICATIONS ON SOCIAL MEDIA

### WHAT CONSTITUTES “COMMERCIAL COMMUNICATIONS”?

 Your video contains an auditory and/or visual reference to a brand, product, service, etc.

You receive a benefit from the company behind this brand, product or service. 

### HOW TO MAKE IT CLEARLY RECOGNISABLE?



#### Labelling

Label the commercial communications visually with one of these terms\* at the beginning of your description:

- advertentie
- publiciteit

\*If your audience predominantly consists of non-Dutch speakers, you can use the term “advertising”.



#### Partner

Tag your partner(s) at the beginning of the description: @partner.



#### Platform’s disclosure feature

When uploading your video to the platform, indicate that it contains branded content

## 02 MINORS

**Commercial communications aimed at children and young people should be readily recognisable to them.**

### VIDEO AIMED SPECIFICALLY AT CHILDREN UNDER 12

In this case, additional rules apply:  
- no product placement  
- no sponsorship logos in the video



### (IN)APPROPRIATE CONTENT FOR MINORS

Provide sufficient information about this to your viewers.

## 03 PROHIBITION OF HATE SPEECH



**Incitement to hatred or violence is prohibited in any video.**