

You're an INFLUENCER. You make branded content for SOCIAL MEDIA.

Now there's an exciting new way to cover your brand deals under a SAG-AFTRA contract. Not only will your covered work count towards your eligibility for health insurance and retirement benefits, but you'll have guidance and staff support as you navigate this space.



What is it?

The new Influencer Agreement lets your business entity (LLC or corporation) act as the employer and SAG-AFTRA signatory. This covers you with a union contract whenever a brand hires you directly to produce, perform in and distribute sponsored content on social media.



Who is this for?

If you are an individual who works directly with brands who hire you to create, perform in, produce and distribute content through your own social media feeds, this contract is for you. SAG-AFTRA members can use this agreement, and so can influencers who aren't members yet.

How does it work?

It's simple. You freely bargain the rates directly with the brand. Once the contract is finalized, you use your business entity to sign up with SAG-AFTRA as the direct signatory for the project. This ensures the brand deal is covered and allows for your business entity to make pension and health contributions on your behalf.

Is this agreement available right now?

Yes, as of Feb. 8, 2021.

Does your project qualify?

The requirements:

1. Your influencer-generated, sponsored content must be made for distribution on your social media channels/feeds



or your brand's social media channels/feeds (places like TikTok, Instagram, YouTube, Snapchat, Twitch, etc).

2. Your content includes an on-camera (video) and/or behind-the-microphone (voiceover) performance.
3. You're solely responsible for the creative, production, performance and distribution of the branded content.
4. You have a corporate or business entity, such as a corporation or LLC.
5. You have a contract directly with the advertiser.
6. You own the final content.
7. You're the only performer in the content.

Some reasons it wouldn't qualify?

1. The brand you're working with hires an ensemble or group for the project.
2. Your footage includes other people.
3. An ad agency, production company or PR agency is responsible for the creative, production or distribution of the content.
4. Another signatory or a JPC authorizer advertiser/ad agency is involved with the project.
5. Your branded content footage will live outside of your social media or the brand's social media (things like TV, film, etc.).
6. It features stunts or hazardous work.
7. It includes nudity or sexually explicit material, unless directly related to the product.

What if I'm working directly with a brand or agency that is a SAG-AFTRA signatory (a company signed to the SAG-AFTRA 2019 Commercials Contract)?

Great question. If you're working with a signatory, the *Influencer Waiver* may be the right option for you. Click here to learn more.

Got Questions?

We've got answers. Contact influencer@sagaftra.org or call (415) 999-8934

Ready to Sign Up Your Brand Deal?

Go to sagaftra.org/influencers and sign up!