

2026 EDITION

Influencer Briefing Template

The brief we send to creators on every Social Cloud campaign. Fill it in, send it, and the content comes back on target.

READ THIS FIRST

How to use this brief

Most sponsored content misses not because the creator was wrong, but because the brief was. The brief is the single biggest lever you have on the quality of the content, and it is the only one you control completely. Everything after it, the shoot, the edit, the publish, inherits what you wrote here.

1 page

per creator is enough. If it takes longer to read than the video takes to watch, cut it.

10 days

minimum lead time before the publish date. Shorter and you lose the feedback round.

3 max

key messages. Creators remember three. Audiences remember one.

THE RULE

Creators keep their voice

The brief sets goals and guardrails, not scripts. You define what has to be true (the product, the message, the disclosure, the link) and the creator defines how it gets said. An audience can hear a scripted read from the first word, and the comments will tell you so.

If you find yourself writing dialogue, stop and write a key message instead. If a sentence has to be said verbatim for legal reasons, mark it as such and keep it to one.

WHEN TO SEND

At least 10 days before publish

A realistic cycle is: brief sent, creator confirms within 48 hours, draft lands 5 days before publish, you give feedback within 48 hours, one revision, then live. Anything shorter means you either skip the review or rush the creator, and both show up in the content.

Send the brief as one document with the contract, not spread over DMs. Creators work across many brands at once, and a scattered brief is a forgotten brief.

CHECKLIST

Six things every brief must contain

- ☐ **01 One goal and one KPI.** Awareness, installs, sales or sign-ups. Pick one, and name the number you will report against.
- ☐ **02 The deliverables, exactly.** Format, length, quantity, platform and publish date for each piece. "A video" is not a deliverable.
- ☐ **03 Up to three key messages** written the way a person would say them, not the way the packaging says them.
- ☐ **04 Must-haves and do-not-says.** Disclosure wording, mandatory product shot, link placement, and the claims the creator cannot make.
- ☐ **05 The call to action with its tracking.** The link, the UTM, the promo code, and where in the content it goes.
- ☐ **06 Dates, money and rights.** Draft date, feedback window, publish date, fee, payment terms, usage rights and exclusivity.

Campaign at a glance

01 CAMPAIGN AT A GLANCE

The creator should understand the whole job from this block alone. Keep every field to one line.

BRAND	<i>company name</i>	PRODUCT	<i>the product or feature being promoted</i>
CAMPAIGN	<i>internal campaign name</i>	GOAL	<i>awareness, installs, sales or sign-ups</i>
KPI	<i>e.g. 2,000 installs via tracked link</i>	FLIGHT DATES	<i>first publish to last publish</i>
PLATFORMS	<i>YouTube, Instagram, TikTok, Twitch</i>	MARKETS	<i>countries and languages</i>

DELIVERABLE AND FORMAT	QTY	PUBLISH DATE	USAGE RIGHTS
<i>YouTube integration, 60 to 90 seconds, within first third</i>	<i>1</i>	<i>date</i>	<i>organic only, or paid for 30 days</i>
<i>Instagram Reel, 30 seconds, plus 3 Story frames with link sticker</i>	<i>1 + 3</i>	<i>date</i>	<i>whitelisting for 60 days</i>
<i>TikTok, 30 to 45 seconds, Spark Ads enabled</i>	<i>2</i>	<i>dates</i>	<i>Spark Ads for 30 days</i>
<i>Twitch, two 5-minute sponsored segments plus panel link</i>	<i>2</i>	<i>dates</i>	<i>VOD stays live for 90 days</i>

02 ABOUT THE BRAND AND PRODUCT

Three lines the creator can repeat to a friend. No mission statements, no feature lists.

What the company does and for whom

What the product does, in one sentence a customer would use

Why it exists now: the problem it solves better than what people use today

POSITIONING *one sentence: for this audience, the only product of its kind that does this one thing better*

03 THE AUDIENCE AND THE ONE THING THEY SHOULD DO

Describe the viewer, then name the single action. One action per brief. Two actions means half the clicks on each.

Who we want to reach: age, interest, current habit, what they already use instead

CALL TO ACTION *e.g. "Download the app with my link"*

TRACKED LINK *short link with UTM*

PROMO CODE *creator name in caps, offer attached*

OFFER *what the viewer gets, and until when*

Messages and must-haves

04 KEY MESSAGES

Maximum three. Write each one the way the creator would say it on camera, not the way marketing wrote it on the website. The creator picks the order and the wording.

1. *The main benefit, in plain words. Example: "It builds the run around your week, not the other way round."*
2. *The proof or the difference. Example: "It syncs with the watch you already own, no new hardware."*
3. *The reason to act now. Example: "First month is free with my code."*

IF A SENTENCE MUST BE SAID VERBATIM FOR LEGAL REASONS, MARK IT "VERBATIM" AND LIMIT IT TO ONE.

05 MUST-HAVES

Non-negotiable. The content is not approved without every item below. Tick what applies and delete what does not.

Disclosure, per platform. Disclosure is the creator's legal duty and ours. It is always on, visible without clicking, and in the first seconds, not the last.

YOUTUBE

"Includes paid promotion" toggle on, plus a spoken "this video is sponsored by" at the start of the segment.

INSTAGRAM

"Paid partnership" tag with the brand's account, plus #ad in the first line of the caption.

TIKTOK

#ad in the caption and the "Paid partnership" content label switched on.

TWITCH

Spoken disclosure at the start of each segment, plus #ad or "sponsored" in the stream title and panel.

PRONUNCIATION *brand name as it should sound, e.g. PAY-sir*

PRODUCT SHOT *which screen, feature or pack must be on camera*

LINK PLACEMENT *top of description, pinned comment, link sticker, panel*

ALSO REQUIRED *logo, app store badge, tag the brand account*

06 DO-NOT-SAY LIST

Short and specific. A long list of don'ts reads as distrust. List the things that cause a takedown or a legal letter.

- **No competitor mentions** by name, in frame, or in comparison. The creator may say "the app I used before".
- **No unverified claims.** No "best", "fastest", "number one", "clinically proven" or "guaranteed" unless we send the source and it goes in the description.
- **No pricing promises** beyond the current offer. No "always free", no "lifetime", no made-up discounts.
- **No health, financial or safety claims** that are not in the brand's approved claims list, even if the creator believes them.

Brand-specific additions, e.g. words the brand never uses, topics to avoid

Freedom and timeline

07 CREATIVE FREEDOM

What the creator decides. Say it out loud so they do not wait for permission.

The creator decides

- The format of the segment and how it is shot
- The hook and the first line
- The storyline, the example, the joke
- Where in the video the segment sits, within the agreed window
- The wording of every key message

We decide

- The goal, the KPI and the call to action
- The must-haves and the do-not-says
- The publish date and the platform
- The link, the code and the disclosure wording
- Nothing else

Pitch us your idea. If you have a way to make this land with your audience that we did not think of, send a two-line pitch with the draft. We say yes to most of them. The creators who do this get booked again.

PLACEMENT WINDOW *e.g. within the first third of the video, not the first 30 seconds*

08 TIMELINE AND APPROVALS

Fixed dates, not "ASAP". The feedback window is ours to keep, the draft date is the creator's.

MILESTONE	DATE	WHO AND WHAT
Brief sent and confirmed	<i>date</i>	<i>Creator replies within 48 hours with any questions</i>
Product or access delivered	<i>date</i>	<i>Shipping address or test account sent with the brief</i>
Draft delivered	<i>date</i>	<i>Creator sends the draft segment or full cut via link, not file attachment</i>
Feedback round	<i>within 48 h</i>	<i>We send one consolidated list. Must-haves only, plus do-not-says</i>
Revision	<i>date</i>	<i>Maximum two revision rounds. Taste changes do not count as a round</i>
Final approval	<i>date</i>	<i>Written "approved" from us, 24 hours before publish</i>
Publish	<i>date and time</i>	<i>Creator sends the live link within 2 hours</i>
Reporting	<i>publish + 7 days</i>	<i>Creator sends insights screenshots, see section 09</i>

FEEDBACK AFTER THE WINDOW COUNTS AS APPROVAL. SILENCE IS NOT A REVISION ROUND.

Tracking, payment, contacts

09 TRACKING AND REPORTING

Every link and code is set up before the brief goes out. The creator never has to create anything.

UTM LINK	<i>utm_source=creatorname, utm_medium=platform, utm_campaign=name</i>	PROMO CODE	<i>unique per creator, tracked in the shop or app</i>
SCREENSHOTS DUE	<i>within 7 days of publish, from native insights</i>	SEND TO	<i>reporting contact, see section 11</i>

What we ask for, per platform.

YOUTUBE

Views, average view duration, audience retention graph at the segment, click-throughs on the link, subscribers gained.

INSTAGRAM

Reel plays, reach, saves, shares, link sticker taps, profile visits. Story: reach and sticker taps per frame.

TIKTOK

Views, average watch time, full video rate, shares, comments, and Spark Ads data if whitelisted.

TWITCH

Average and peak concurrent viewers during the segment, unique viewers, panel link clicks, chat command uses.

10 PAYMENT AND RIGHTS

Mirror the contract. If the brief and the contract differ, the contract wins, so make sure they do not.

FEE	<i>net amount, currency, plus VAT where applicable</i>	PAYMENT TERMS	<i>50% on signature and 50% on publish, or 100% on publish, net 14</i>
USAGE RIGHTS	<i>organic only, or paid usage for 30, 60 or 90 days, which channels</i>	EXCLUSIVITY	<i>category and window, e.g. no fitness apps 14 days before and after</i>
WHITELISTING	<i>Instagram partnership ads: yes or no, duration</i>	SPARK ADS	<i>TikTok authorisation code: yes or no, duration</i>
CONTENT STAYS LIVE	<i>minimum period, e.g. 12 months, no deletion or edit without notice</i>	PERFORMANCE BONUS	<i>optional, e.g. per 1,000 installs above target</i>

11 CONTACTS

One person per role. The creator should never have to guess who to ask.

CAMPAIGN LEAD	<i>name, email, phone, for everything creative</i>	BRAND CONTACT	<i>name, email, for product questions and approvals</i>
REPORTING	<i>name, email, where screenshots go</i>	INVOICING	<i>legal entity, address, VAT ID, email for invoices</i>

Example: a mobile app launch brief

PACER IS FICTIONAL

01 CAMPAIGN AT A GLANCE

BRAND	Pacer (fictional fitness app)	PRODUCT	Pacer app, adaptive running plans	
CAMPAIGN	Pacer Launch DE, Q4 2026	GOAL	Installs	
KPI	1,500 installs via link and code within 30 days	FLIGHT DATES	10 to 24 November 2026	
PLATFORMS	YouTube	MARKETS	Germany, Austria, Switzerland, German language	
DELIVERABLE AND FORMAT		QTY	PUBLISH DATE	USAGE RIGHTS
YouTube integration, 60 seconds, within the first third of a regular upload (not a dedicated video)		1	Sun 15 Nov 2026, 10:00 CET	Paid usage on Pacer's own channels for 30 days after publish

02 BRAND AND PRODUCT

Pacer is a running app for people who want to run more but keep falling off a plan. It builds a weekly plan around your calendar and adjusts it when you miss a run instead of resetting you to zero. It works with Apple Watch and Garmin, no extra hardware.

Positioning: for runners with full weeks, the training app that adapts to your life instead of punishing you for it.

03 AUDIENCE AND ACTION

Viewers aged 22 to 40 who already watch running, gym or productivity content, run one to three times a week, and have tried a plan before and quit it.

CALL TO ACTION	"Download Pacer with my link and use my code for a free first month"
LINK	pacer.app/creatorname (UTM set)
CODE	CREATORNAME, 30 days free

04 KEY MESSAGES

- "It builds the plan around my week, and if I miss a run it just moves things, it does not start me over."
- "It uses the watch I already have."
- "First month is free with my code, until end of November."

05 MUST-HAVES AND 06 DO-NOT-SAY

Must: "Includes paid promotion" on, spoken "sponsored by Pacer" at segment start, pronounced PAY-sir, show the weekly plan screen on camera, link first line of the description plus pinned comment.

Do not: name any other running app, say "best running app", promise anything about weight loss, or mention a price after the free month.

07 AND 08 FREEDOM AND TIMELINE

Hook, story, shot and placement in the first third are yours. One idea we liked: film a week where the plan has to move. Pitch yours with the draft.

Brief confirmed 3 Nov. Test account sent 3 Nov. Draft 10 Nov. Feedback by 12 Nov. Revision by 13 Nov (max two rounds). Approval 14 Nov. Publish 15 Nov, 10:00 CET. Insights by 22 Nov.

09 TO 11 TRACKING, PAYMENT, CONTACTS

Reporting: views, average view duration, retention graph at the segment, link clicks, screenshots within 7 days.

Payment: 50% on signature, 50% on publish, net 14. Usage: paid, 30 days, Pacer channels only. Exclusivity: no running or fitness apps 14 days before and after. Content stays live 12 months.

Contacts: campaign lead at Social Cloud for creative and approvals, Pacer product contact for app questions, invoices to the Social Cloud entity on the contract.

NEXT STEP

Need a creator for this **brief?**

Social Cloud runs the whole campaign, from creator selection to attribution. Send us the brief, or the rough idea behind it, and we come back with a shortlist of creators who fit the audience, the budget and the platform.

01

Selection

Creators matched on audience data, not follower count.

02

Briefing

This template, filled in by us, confirmed by the creator.

03

Production

Drafts, feedback and approvals on one timeline.

04

Attribution

Links, codes and insights in one report.

START A CAMPAIGN

social-cloud.com/contact

Tell us the product, the goal and the budget range. We reply within one working day.

WRITE TO US

info@social-cloud.com

Send the brief as it is, half-finished counts. We will finish it with you.