AI Persona Compliance & Disclosure Checklist

Keep your virtual influencer accounts safe on Instagram and TikTok — a free bonus from Pickzox

Label the AI Content

- Turn on Instagram's AI-content label for every persona post.
- Use TikTok's AI-generated content toggle before publishing.
- Put 'virtual creator' or 'AI persona' in the account bio.
- Never present the persona as a real human in comments or DMs.
- Keep the label on reposts, ads, and boosted content too.

Disclose the Money

- Add #ad or 'paid partnership' to every sponsored post.
- Put affiliate disclosures in captions, not buried in hashtags.
- Disclose your own products the same way as sponsors' products.
- Never promise income, followers, or sales results.
- Save screenshots of each disclosure for your records.

Claims You Must Never Make

- No fake personal use ('I use this cream every morning').
- No invented results, earnings, or follower counts.
- No medical, financial, or guaranteed-outcome claims.
- No impersonation of real people, celebrities, or brands.
- No engagement bait that violates platform spam rules.

The Pre-Post Checklist

- AI label switched on for this post.
- Disclosure visible in the first two caption lines.
- Every claim in the video is literally true.
- Music and assets are licensed for commercial use.
- The persona's face and content pass a realism review.