Influencer Agreement Template

**<Company or Event Name>**

Date

**Social Media Influencer Agreement**

Agreement between <influencer’s name> and <company> outlining creative content creation and event promotion to promote <product or event> and related activities/events.  
<influencer’s name> agrees to deliver on the below obligations in line with the specified due date, using key messages, and required handles, tags and links.

**Duties and Obligations of the Influencer:**

Name: <influencer’s name>  
Product: <specific product or service>  
Date: <date, if relevant>  
Products: <# or what product received for payment>

**Social Media Accounts**

Instagram: – <e.g. @thesuitcasey>  
Pinterest: – <e.g. @thesuitcasey>  
Website or Blog: (if applicable): <[e.g. http://thesuitcasey.com>

**Agreed upon activity**

·**1 x Instagram post via @thesuitcasey**  
Due: <day before event>  
Key message: How gorgeous is this view from xxxx  
Required tags: @companyname #companytag #campaigntag  
Geotagging to the venue.

·**1 x Instagram story via @ thesuitcasey**  
Due: <day of the event>  
Key message: Having fun at xxxxx, about to see xxxxxxx  
Required tags: @companyname #companytag #campaigntag

·**1 x Pinterest post via @ thesuitcasey**  
Due: <day after the event>  
Key message: Having a fantastic time at xxxx, check out the sale! xxxxx.company.com  
Required tags: @companyname #companytag #campaigntag  
Geotagging to the venue.

For social media posts, the following details must be included (where applicable):  
Facebook: www.facebook.com/companyname  
lnstagram @companyname #companytag #campaigntag  
Twitter: @companyname  
Youtube: www.youtube.com/companyname  
Pinterest: www.pinterest.com/companyname

**Payment Terms**

Invoices to be distributed by <influencer name> upon completion and paid within x days, before accruing x% interest weekly.

**Signed**

The Suitcasey

Date:

Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature:\_\_\_\_\_\_\_\_\_\_\_\_

<Company Name>

Date:

Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature:\_\_\_\_\_\_\_\_\_\_\_\_