# What will it take to get influencers to be honest about sponsored posts?

## Description

Did 4 separate local influencers suddenly wake up this week and decided they wanted to post a (glowing) review of Lancomeâ??s Ultra Wear Foundation, or did they conveniently decided theyâ??ll sneak an ad on us without disclosing that they were sponsored?

I would have (*almostâ?¦or not*) believed it was an organic review and they *genuinely* all *just happened* to want to rave about how amazing Lancomeâ??s foundation is. That is, until you see how glaringly similar all the messages are:

- The Ultra Wear Foundation by Lancome
- Matte / like a second skin / flawless
- Provides a link to Lancomeâ??s page for followers to claim a free sample to try

*(Note: I do not own any credits for any of the photos below. All screenshots taken from the named Instagram profiles.)*





default watermark

**lianmeiting** • Follow

**lianmeiting** Nothing makes me feel more confident than having a good base that I know will last throughout the day. Recently got my hands on the @lancomeofficial Ultra Wear Foundation which is highly raved overseas. With 16 different shades available, you don't need to worry about being in between shades and definitely be able to find the perfect shade for your skin. It feels like second skin when worn, the finish is matte but not drying at all & the coverage is buildable. A light layer for a natural look or dab on a 2nd layer for a glam night out. A little goes a long way! Try it for yourself through the link in my bio!

#lancomesg #makeupismypower #LMTbeauty

**marialeesy** Love the lip color too

538 likes

1 DAY AGO

Add a comment...



**eexuan** • Follow

Duomo di Milano - Duomo Cathedral

**eexuan** Hello from Milan 🇮🇹 I'm at the magnificent Duomo Catheral in Milano!!! Been traveling around a lot but very happy that my makeup has been holding up so well throughout. Put #LancomeSG's Ultra Wear Foundation to the test – and it gets a thumbs up from me! I really love how insanely long-lasting it is and that my skin can look so flawless with such a light and airy foundation. A must-try! Get yourself a sample via the link in my bio. CIAO! #makeupismypower

**ji3t1ng** Cai 😍😍

452 likes

2 DAYS AGO

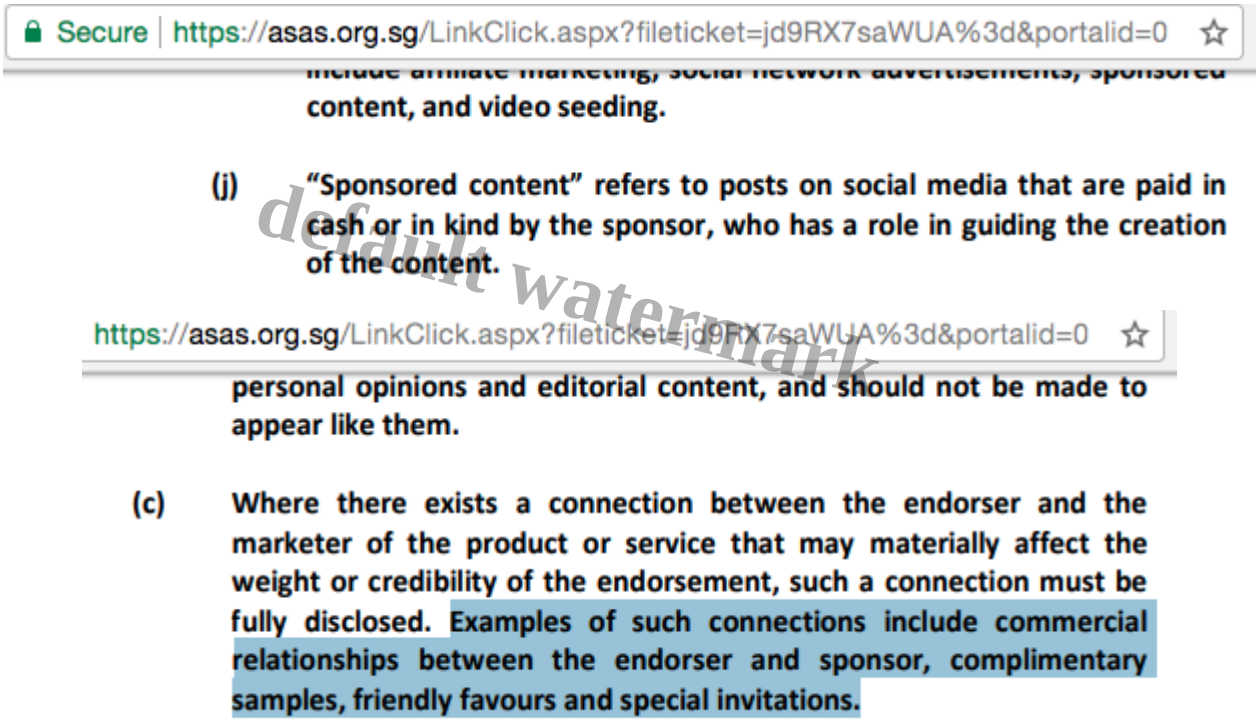
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As a consumer on Instagram, I absolutely HATE being lied to. And when someone try to pass off a sponsored review as an organic opinion of their own, thatâ??s definitely lying as I see it.

Whether or not this was a paid post or they were sponsored in kind (with the product), Iâ??m sure we can all agree that the hashtags #sp #sponsored or #ad should have been clearly stated here.

Now, **an influencer posting a sponsored review doesnâ??t necessarily mean they are lying about their thoughts towards the product or service**. But the way I see it, **an influencer posting a sponsored review without disclosing that a sponsored affiliation exists is clearly demonstrating their lack of integrity and ethics.**

But what if they werenâ??t paid in cash to do so? Well, Iâ??ll quote the ASAS here on what defines a sponsored relationship:




The last time I called out something similar, some influencers went back to sneakily add in the sponsored disclosure hashtag while remaining completely silent (read the UOB Krisflyer expose here). Letâ??s see if the same happens this time.

Is it that difficult to disclose sponsored relationships? Or are people afraid that their followers wonâ??t trust them anymore if they know the review was sponsored? -.-

We need to insist on higher standards in influencer marketing, and it is up to you and me to change it. If youâ??re an influencer yourself, start by being open and honest with your readers. If youâ??re a reader or follower, call out your favourite influencers when they fail to disclose sponsorships. Because you know, maybe they *really* did happen to justâ?¦forget.
We can give people the benefit of the doubt, but when it happens one too many times, we should question â?? did they not learn from it or was it deliberately missed out again once more?

With love,
Budget Babe

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