Ad or Not?

Name _____ Date _____

Your feed is full of posts. Some are honest. Some are ads. Some are ads pretending not to be. Check one box for each post.

R = Honest review. Good AND bad points. Nothing to sell you.

A = Paid ad. Says Ad, Sponsored or Paid partnership, or it's the brand's own account.

H = Hidden sponsor. A discount code or "link in bio" to buy, but no #ad.

FD @fizzlo_drinks — Sponsored — **1**

Taste the fizz! New Berry Blast is in stores now.

☐ R ☐ A ☐ H

JP @jaylen.plays — **2**

Bought the PixelPal controller with my own money. Buttons feel great, battery dies fast. 3/5.

☐ R ☐ A ☐ H

MS @mia.styles — **3**

Obsessed with my StrideLite sneakers!! Use my code MIA20 for 20% off!

☐ R ☐ A ☐ H

TT @techwithtam — Paid partnership with Glowbeam — **4**

Glowbeam headphones have the best sound I've tried. #ad

☐ R ☐ A ☐ H

GJ @grandpa_joe_cooks — **5**

Tried store-brand cereal next to Crunchtastic. Can't tell the difference, and it's $2 cheaper.

☐ R ☐ A ☐ H

SL @sk8r.leo — **6**

Every skater NEEDS a Flipz board. Tap the link in my bio and use code LEO15!

☐ R ☐ A ☐ H

CR @crunchtastic — **7**

Crunchtastic: the breakfast of champions. Grab a box today!

☐ R ☐ A ☐ H

NR @nora.reviews — **8**

Returning my Glowbeam headphones. The left ear stopped working after a week.

☐ R ☐ A ☐ H

Know this: in the U.S., the Federal Trade Commission says influencers must clearly tell you when a brand pays them or gives them free stuff. A discount code with no #ad can be a sign something is missing.

Why might @sk8r.leo leave out #ad?

_____

MY MONEY CHOICE

Which post would make YOU want to buy? Be honest. Why?

_____

_____

WealthWise KIDS

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Ad or Not?

The quick lesson (read aloud, about 1 minute)

> Some posts are honest opinions. Some are **ads**, and that's fine when they say so. The tricky ones are **hidden sponsors**: a person is paid or gets free stuff, but doesn't tell you. In the U.S., the Federal Trade Commission says influencers must clearly disclose when a brand pays them or gives them free products.

Two teaching points

1. Look for #ad, Sponsored or Paid partnership, and remember a brand's own account is always advertising.
2. A discount code or "link in bio" can mean the poster earns money when you buy.

Answer key

1 = **A** · 2 = **R** · 3 = **H** · 4 = **A** · 5 = **R** · 6 = **H** · 7 = **A** · 8 = **R**

Paid ads: 1, 4, 7 (post 7 is the brand's own account). Honest reviews: 2, 5, 8. Hidden sponsors: 3, 6. All brands are made up.

10-minute run

1. Read the R / A / H box together.
2. Sort the 8 posts (5 min).
3. Discuss post 6: why leave out #ad?

Ask

"Does knowing it's an ad change how much you trust it?"

Goal

Tell apart honest reviews, disclosed ads and hidden sponsorships.

Take it further

Have students rewrite post 3 or 6 so it is honest (add #ad). Does it feel less convincing? Why?

Standard: National Standards for Personal Financial Education (Council for Economic Education and Jump$tart), area: **Spending**. Print double-sided: the activity on the front, this teaching side on the back.

WealthWise KIDS

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