

Social Media Collab Red Flag Decoder

The contract language brands don't want you to notice.

By Lex Nova Lawyer x Thoolie

You wouldn't sign away your likeness forever... but many influencers do — without realizing it.

This decoder breaks down the sneaky contract clauses that cost creators rights, money, and control over their own content.

► COMMON RED FLAG CLAUSES

Contract Language	What It Really Means
"Irrevocable, perpetual, worldwide license"	They can use your post forever, on any platform, without paying you again.
"In any media now known or hereafter devised"	They own usage rights on future platforms — even ones that don't exist yet.
"Exclusive collaboration" or "category exclusivity"	You may be blocked from working with competitors — even unpaid — for months.
"Brand may edit or modify content"	They can remix your post, strip context, or make you appear to say something else.
"All content created during the collaboration"	Includes your drafts, outtakes, and BTS — even if never posted.
"Payment upon brand approval"	If they delay "approving" your post, they delay your paycheck indefinitely.
"Exposure in lieu of payment"	You're getting used — not paid. And it's not legally enforceable.

ASK THESE BEFORE YOU SIGN

1. What exact content are they licensing — just the final post, or more?
2. For how long, and on which platforms?
3. Can they **edit, boost, or repurpose** your content?
4. Is the deal **exclusive**, and if so, what category and duration?
5. What's the **payment schedule**? Is anything due **up front**?
6. Will I retain ownership of the content I created?

BETTER CONTRACT LANGUAGE

 Red Flag	 Safer Alternative
<i>"Perpetual license"</i>	"3-month license for Instagram only"
<i>"Brand may modify content"</i>	"No edits allowed without influencer approval"
<i>"All content created"</i>	"License applies only to final, approved post"
<i>"Net 90 payment terms"</i>	"50% upfront, 50% within 15 days of post"

Final Tip from Lex Nova Lawyer

If a clause sounds vague, it's probably there to benefit *them*, not you.
 You don't need to be rude to push back — just informed. Redlining a contract doesn't make you
 "difficult," it makes you a **business**.

Want contracts built for creators?

Thoolie's paid templates give you influencer contracts written by an entertainment lawyer — so
 you can say yes to brand deals *without losing your voice*.