

VESSA STUDIO · FREE CHECKLIST

AI Label *Survival Checklist*

Every AI label, disclosure line and #ad rule, platform by platform, on pages you can print.

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VESSA

STUDIO · ONE OF A KIND

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00 The AI Label Survival Checklist

One printable page per platform: switch on the right AI label, add the right words, mark every ad, and know what to do if a label or a reach limit goes wrong.

Results vary and nothing in this course is a promise of income, followers or views. Tool names, prices and features change; check each tool's website. This course is general education, not legal, tax or financial advice. Every Vessa influencer is an adult, and Vessa content is never nude or explicit. Always label AI content and paid partnerships.



PART 00

The AI Label Survival Checklist

One printable page per platform: switch on the right AI label, add the right words, mark every ad, and know what to do if a label or a reach limit goes wrong.

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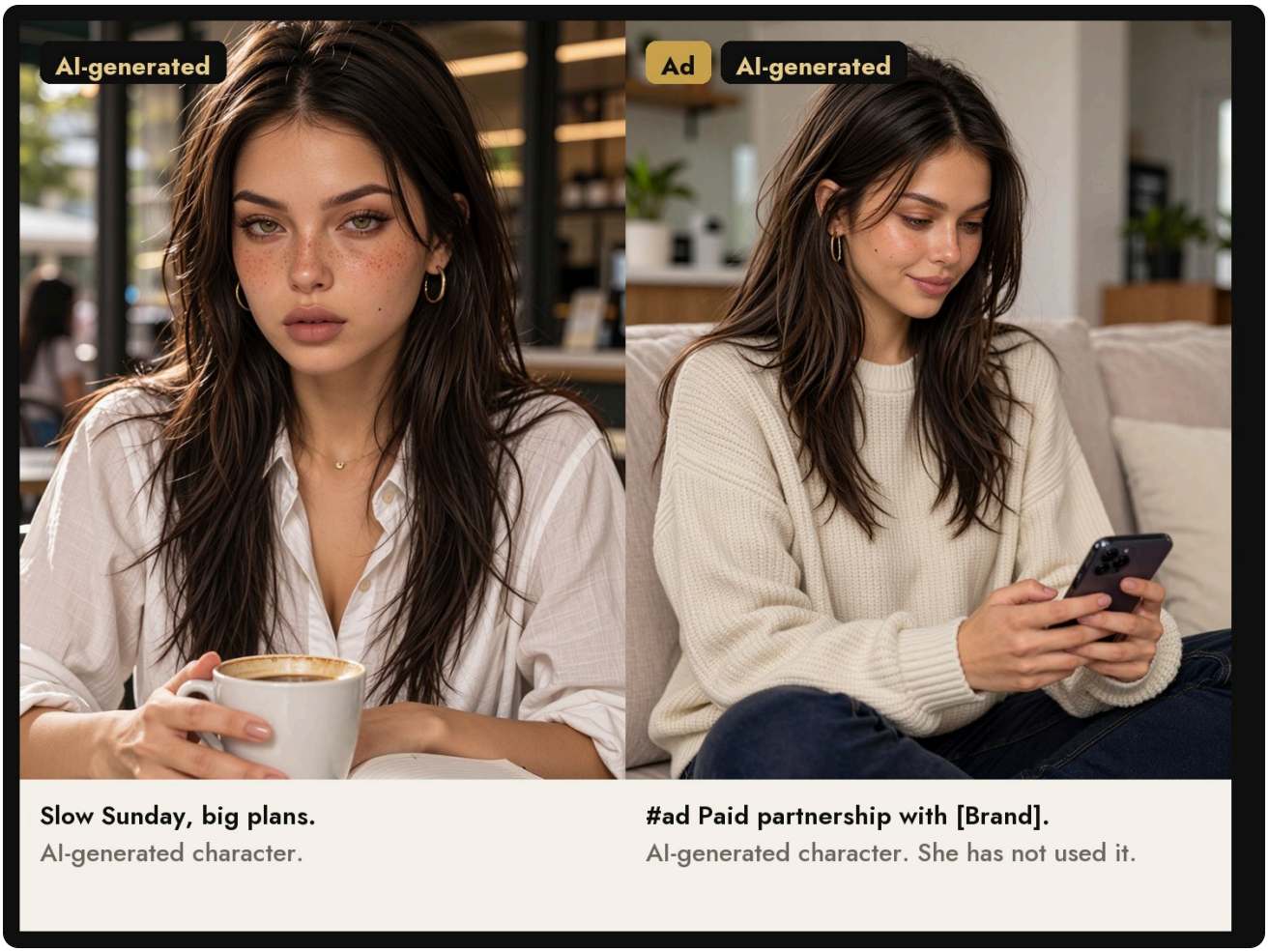
00.1 · Before you start



Two mock-up posts with Rei: an everyday post with an AI chip, and a sponsored post with "Ad" first. Not real app screens. Use each platform's own label switch too.

This checklist is for anyone who posts an AI influencer: a woman, a man or a nonbinary character. The rules are the same for all of them.

Every post can need two labels:

1. **It's AI.** The face, body, voice or world was made with AI.
2. **It's an ad.** A brand paid, gifted something, or you earn from a link or code.

The AI label never covers the ad. The ad label never covers the AI. A paid post needs both.

> **Watch out:** This is general information, not legal advice. It is correct as far as we could check at the time of writing (October 2026). Platform menus move often. Before you rely on a step, check the platform's own help centre.

The three layers on every realistic AI post

Layer	What it is	Where it goes
1 · Platform label	The app's own AI switch or question	Set it when you post
2 · Caption line	"AI-generated" in plain words	First line of a long caption, end of a short one
3 · Bio line	"AI-generated character" near the top	Every profile and link-in-bio page

Pick one wording and keep it everywhere. "AI-generated" is short and clear.

00.2 · Instagram and Facebook (Meta)

What exists at the time of writing: - An account label for profiles that feature an AI-generated person. Instagram began testing it in 2026 as "AI creator" (press reports say from May) and renamed it **"AI-generated profile"** on 31 August 2026. - A per-post **"AI info"** label (often shown as "Add AI label" when you share). Meta may also add it on its own when it finds AI signals in a file. - Instagram has said profiles that feature an AI-generated person and don't add the label can lose recommendations.

- [ ] Switch on the AI-generated profile label (look in profile settings; menus vary, so check the help centre)
- [ ] Bio says "AI-generated" in the first line or two
- [ ] On every post with her, him or them: turn on the AI label before you share
- [ ] Caption carries the AI line

- [ ] Check **Account Status** in settings now and then for limits or warnings
- [ ] On Facebook Pages: look for the AI label option on the post screen
- [ ] Paid post: switch on the **Paid partnership** label too

> **Watch out:** Meta's AI label generally has to be set when you create the post. If you forget, the honest fix is to delete the post and post it again with the label on.

00.3 · TikTok

What exists: an **AI-generated content** setting (often called AIGC). TikTok asks for labels on realistic images, audio or video that were made or changed a lot by AI.

- [ ] Bio says "AI-generated"
- [ ] Before posting: open the post's settings and switch on the AI-generated content label
- [ ] Caption carries the AI line
- [ ] Video: "AI-generated" on screen in the first seconds of intros and paid videos
- [ ] Paid post: switch on the **content disclosure** setting for branded content
- [ ] If you are not sure the label can be changed after posting, treat it as fixed: get it right first

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00.4 · YouTube

What exists: when you upload in Studio, YouTube asks the **AI use** question (under Attributes; it used to be called altered or synthetic content). YouTube asks creators to disclose realistic content that is changed a lot or made with AI. Answer Yes for your influencer. In a May 2026 update, the label on Shorts shows on the video itself, and YouTube may add a label on its own when its systems find realistic AI.

- [ ] Channel description says the character is AI-generated
- [ ] Answer Yes to the AI use question on every upload with them
- [ ] Short: "AI-generated" on screen near the start of intros and paid videos
- [ ] Long video: an AI line in the description and a short spoken line near the start
- [ ] Paid video: tick the **paid promotion** box in the video's details, and say it in the video
- [ ] Music: a Short over 1 minute with any copyright claim is blocked worldwide, so use music you are cleared to use

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00.5 · X

What exists: a **"Made with AI"** content disclosure is reported to be rolling out since about March 2026, found through a content disclosure option in the post composer or post menu. We could not confirm it on X's own help pages for every account.

- [ ] Bio says "AI-generated"
- [ ] If you see the content disclosure option, use it on posts with them
- [ ] Caption carries the AI line either way
- [ ] Paid post: "Ad" in plain words at the start (check the help centre for any paid partnership label)

00.6 · Threads

What exists: Meta has said it labels AI content it detects on Threads. A manual switch may not show on every post type.

- [ ] Bio says "AI-generated"
- [ ] Use the AI label if you see it on your post screen
- [ ] Caption carries the AI line (Threads posts are short, so put it at the end)
- [ ] Paid post: "Ad" at the start, plus the paid partnership tool if offered

00.7 · Pinterest and the rest

What exists: it varies. Some apps have AI labels, some don't offer one to creators. Check each help centre for the current option.

- [ ] Profile "about" line says "AI-generated"
- [ ] Pin description or post text carries the AI line
- [ ] Where there is no label, the bio and the words do the job
- [ ] Paid pin or post: "Ad" in the description, plus any paid partnership tool

00.8 · Labels that never change

- [ ] **Labels don't travel.** A label set on Instagram may not carry to Facebook, and never carries to TikTok or YouTube. Set it on every platform, every post.
- [ ] **Schedulers must set it too.** If a scheduling tool can't set the AI label for a platform, post on that platform directly.
- [ ] **Never hide AI.** Don't strip file data, re-crop to dodge detection, or use tools that promise to "remove AI labels".
- [ ] **A platform added a label you didn't set?** Leave it. It is accurate.

00.9 · Disclosure lines to copy

TEMPLATE

BIO LINES (pick one; keep it near the top)
AI-generated character · [niche] in [city]
[Name] · AI-generated creator · [niche]
AI creator · [niche] · ads always labelled

CAPTION LINES
[Line.] AI-generated.
AI-generated · [Line.]
Ad · AI-generated. [Line using only the brand's facts.] @[brand]

ON-SCREEN TEXT (first 2 to 3 seconds)
AI-generated
Ad · AI-generated

SPOKEN LINE
"Hi, I'm [Name]. I'm an AI-generated character, and I [niche]."
"Quick note: I'm AI-generated, and this video is an ad for [Brand]."

REPLY TO "ARE YOU REAL?"
"Good question. I'm an AI-generated character. A real person runs this account."

> **Example:** Rei Moretti, a Vessa house model, posts a café selfie. Bio: "Rei · slow cafés and soft mornings · AI-generated character". AI label on. Caption: "Window seat, second coffee. AI-generated."

00.10 · #ad in brief

- [ ] **Say it first.** "Ad", "Advertisement", "Sponsored" or "Paid partnership with [Brand]" at the very start of the caption, before the "more" cut-off.
- [ ] **Use the tool and your words.** The FTC's guidance (US Endorsement Guides, revised 29 June 2023) says not to count on a platform's built-in tool alone. Virtual influencers count as endorsers.

- [ ] **UK:** the ASA wants "#ad" up front and has said its rules can apply to virtual influencers. Since April 2025 the CMA can fine directly under consumer law.
- [ ] **EU:** the AI Act's Article 50 disclosure duties for deepfakes apply from 2 August 2026.
- [ ] **Avoid vague tags:** "#sp", "#spon", "#collab", or "#ad" hidden in a pile of hashtags.
- [ ] **Video:** "Ad" on screen and said aloud in the first seconds. **Stories:** "Ad" on every frame of the paid set.
- [ ] **Affiliate links and codes:** mark them as ads. **Gifts:** usually disclose them too.
- [ ] **No experience claims.** An AI character didn't "try it for 30 days". Use the brand's own facts.

00.11 · Reach dropped? A quick check

- [ ] Open Account Status (Instagram and Facebook) or the app's account health page
- [ ] Is the AI-generated profile label on? Are recent posts labelled?
- [ ] Any post removed or limited? Read the reason before you do anything else
- [ ] Fix the honest gap first (add the label, delete and repost an unlabelled post)
- [ ] Appeal only through the app's own appeal button or help centre
- [ ] Never buy followers, use bots, or open a second account to get around a limit

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00.12 · The appeal box

Use this when a post is removed or limited and you believe it follows the rules. Keep it short, calm and true.

TEMPLATE

APPEAL · [platform] · [date]
Account: @[handle]
Post or item: [link or date posted]
What happened: [removed / limited / label added / account restricted]

My appeal:
This account features [Name], an AI-generated character. The profile is labelled as AI, the post carries the platform's AI label and the caption says "AI-generated". The content is [describe: fully clothed, adult, non-nude, no real person's likeness]. [If paid: it is marked as an ad with the paid partnership tool.] I believe it follows [name the rule, e.g. the community guidelines on AI-generated content]. Please review it again.

Thank you,
[Your name]

TEMPLATE

APPEAL LOG

Date | Platform | Item | Reason given | What I changed | Appeal sent | Result
____ | _____ | ____ | _____ | _____ | _____ | _____
____ | _____ | ____ | _____ | _____ | _____ | _____
____ | _____ | ____ | _____ | _____ | _____ | _____

Chapter oo checklist

- [ ] Bio line set on every platform and link-in-bio page
- [ ] Profile AI label on where offered (Instagram: AI-generated profile)
- [ ] AI label switched on for every post with my character
- [ ] Caption AI line in my one chosen wording
- [ ] Paid posts: "Ad" first, platform tool on, said on screen and aloud in video
- [ ] Scheduler can set the labels, or I post natively
- [ ] Account Status checked this week
- [ ] Help centre checked for any menu that has moved