**Instagram Boosts Transparency, Expands Sponsored Content Labeling**

Instagram is extending its "paid partnership" labeling and brand tagging tool to "Instagrammers with high levels of engagement and access to insights" to make sponsored content more transparent to consumers. The tool also gives influencers and brands additional insights into user engagement with branded content.

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<https://techcrunch.com/2017/11/07/instagram-pushes-more-influencers-to-adopt-its-new-format-for-sponsored-posts/>