



14 January 2026

PRESS RELEASE

### **Influencers Urged to Disclose Paid Promotions**

As social media increasingly influences where consumers choose to eat, shop and spend, the Consumer Council of Fiji is urging influencers to be transparent about paid partnerships and sponsored content.

Recent online discourse has highlighted growing concern over influencers who promote restaurants and eateries through glowing reviews and recommendations, often without disclosing whether those posts are paid advertisements. This lack of transparency can mislead consumers into believing the endorsements are purely personal opinions.

Through its monitoring of online platforms and public feedback shared across social media, the Council has observed multiple instances where eateries that were heavily promoted online did not match consumer experiences. Issues raised in online discussions included poor quality food, hygiene concerns, high prices and food portions that were significantly smaller than what was portrayed in promotional posts.

“Consumers deserve to know whether a post is a genuine personal recommendation or a paid promotion,” said Consumer Council of Fiji Chief Executive Officer, Seema Shandil. “When this information is not disclosed, people may make spending decisions based on content that is not fully truthful. This creates unrealistic expectations and can leave consumers feeling misled,” Shandil said. “Influencers have a powerful role in shaping opinions, and that power must be used responsibly.”

The Council emphasized that there is nothing wrong or illegal about influencers being paid to promote businesses. However, transparency is critical. Disclosing paid partnerships allows consumers to make informed decisions and understand when content is advertising rather than an independent review.

Platforms such as TikTok, Meta (Facebook and Instagram), and others already provide easy-to-use tools for creators to identify sponsored and paid content. The Council is encouraging influencers to make consistent use of these features.

“Clear disclosure builds trust, not just with consumers, but also with businesses and the wider online community,” Shandil said. Consumers are also being urged to approach online reviews with caution and to better understand how modern digital marketing works. “People should not blindly trust everything they see online,” Shandil said. “Knowing how influencer marketing operates helps consumers make smarter and more informed choices.”

---

#### **Head Office**

Level 5 Vanua House  
Victoria Parade GPO, Suva  
Phone: 3300792/3310183  
CEO: 3305864  
Fax: 3300115  
Email: [complaints@consumersfiji.org](mailto:complaints@consumersfiji.org)

#### **Lautoka/West**

Suite 4 Popular Building  
Vidilo Street  
P.O. Box 5396, Lautoka  
Phone: 6664987  
Email: [RC.ltk@consumersfiji.org](mailto:RC.ltk@consumersfiji.org)

#### **Labasa/North**

Shop 2, Mudaliar Investment  
Sangam Avenue Street  
P.O. Box 64, Labasa  
Phone: 8812559  
Email: [RC.lbs@consumersfiji.org](mailto:RC.lbs@consumersfiji.org)



@CCoFiji



Consumer Council of Fiji



[www.consumersfiji.org](http://www.consumersfiji.org)



Mobile App

The Council will also be engaging with relevant authorities to explore how disclosure requirements for online advertising and influencer marketing can be strengthened and potentially codified into law. “Our goal is simple,” Shandil said. “We want a fair, transparent marketplace where consumers are not misled and businesses compete honestly.”

---

**Head Office**

Level 5 Vanua House  
Victoria Parade GPO, Suva  
Phone: 3300792/3310183  
CEO: 3305864  
Fax: 3300115  
Email: [complaints@consumersfiji.org](mailto:complaints@consumersfiji.org)

**Lautoka/West**

Suite 4 Popular Building  
Vidilo Street  
P.O. Box 5396, Lautoka  
Phone: 6664987  
Email: [RC.ltk@consumersfiji.org](mailto:RC.ltk@consumersfiji.org)

**Labasa/North**

Shop 2, Mudaliar Investment  
Sangam Avenue Street  
P.O. Box 64, Labasa  
Phone: 8812559  
Email: [RC.lbs@consumersfiji.org](mailto:RC.lbs@consumersfiji.org)