

## Advertising and Social Media: Understanding the Legal Implications

### French American Chamber of Commerce Webinar

11.19.2019

**When:**

12:00 p.m. - 1:00 p.m. ET

**Sheppard Mullin Speaker:**

**Ted Max**

**About:**

Advertising has changed a great deal in recent years, and brands are facing mounting pressure to look for creative and innovative ways to resonate with their consumers. Popular tools are influencer marketing, in which trusted figures within a niche community promote services and products on various social media platforms, and native advertising, which is paid advertising which matches the look, feel and function of the media environment in which it appears. But what do you need to know when using influencers and native advertising to promote your brand or product? And, how are influencers and native advertising being regulated by the Federal Trade Commission and, if so, what is required to conform to the rules regarding endorsements and advertising?

Join this one-hour webinar where you will learn about the “Do’s and Don’ts” regarding social media advertising in the changing world of advertising and what you need to know to protect your brand.

To Register and for more information click [here](#).

### Attorneys

Theodore C. Max

### Practice Areas

Advertising

Français

France