

Publications

Should you Pay Bloggers for Product Reviews?

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PR Daily

Whitney Gibson, a partner in the Vorys Cincinnati office and the leader of the firm's internet defamation practice, authored an article titled "Should you pay bloggers for product reviews?" for PR Daily. The article offered guidance on what's legal when it comes to blogger reviews.

The article states:

"Paying bloggers to write product reviews is not illegal, but a paid product review is considered an endorsement and is, therefore, regulated by the U.S. government. Accordingly, bloggers and promoters of products must play by the rules.

Specifically, bloggers must disclose any payment or free products received in connection with products they review, and they must reveal any material connection that could affect credibility of the endorsement, as required by the Code of Federal Regulations.

It's the PR pro's job to stay on top of disclosures to make sure reviews don't put the company at legal risk."

To read the entire article, visit the PR Daily [website](#).