

Endorsements in Social Media

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In late 2017, the Federal Trade Commission (FTC) updated its guide which makes it very clear that when making a paid endorsement on social media, such as Twitter, Facebook and Instagram, endorsers must openly disclose that they are being paid to make the endorsement. The FTC has commenced enforcement against both companies and influencers.

Randy Friedberg provides an overview of the platform-specific disclosure rules and action influencers should take in his post on prforpeople.com

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