

Revised FTC Guides on Use of Endorsements and Testimonials in Advertising in Social Media

The FTC's authority to enforce consumer protection laws and prevent fraudulent practices against consumers has taken a unique and enhanced turn due to the advent of social media platforms.

The agency is authorized to regulate social media platforms, blogs, posts, online articles, endorsements and testimonials, etc. where they contain unfair or deceptive advertising, fraudulent promotions, endorsements, testimonials, or are otherwise materially misleading.

As the nation battles the novel coronavirus and all its negative consequences, the FTC has increased its paid and investigative efforts into investigating individuals and companies allegedly engaged in unfair and deceptive practices on social media platforms or fraudulent online advertising.

It is critical that all individuals and companies heed FTC guidelines, rules, and regulations and stay up -to-date on new changes because an FTC investigation can lead to significant fines and penalties, injunctions, substantial disgorgement orders, license removal, and reputational harm.

The FTC and "Endorsements"/"Testimonials"

The Federal Trade Commission ("FTC") is a U.S. government agency that is vested with the authority of enforcing U.S. consumer protection laws, taking action to prohibit anti-competitive behavior in the marketplace, and preventing fraudulent, deceptive, and unfair business practices.

The Federal Trade Commission Act ("FTC Act") is the primary source of legislative authority that gives the FTC the power to investigate behavior that is likely to harm consumers or obstruct healthy competition. This authority includes and extends to behavior conducted online —such as advertising on social media platforms.

Typical investigations and enforcement proceedings include advertisements that are allegedly not supported by sufficient documentation or evidence; advertisements by companies that promote their product or service as being able to do something; and advertisements that are allegedly untruthful and misleading to the reasonable consumer. Within the past few decades, investigations involving online platforms such as social media have increased. Click here

<https://www.consumer.ftc.gov/articles/how-the-ftc-guides-use-endorsements-and-testimonials-advertising-social-media>

Tom Cohen Ftc Guide To Endorsements

AN Whitehead



Tom Cohen Ftc Guide To Endorsements:

Unveiling the Energy of Verbal Artistry: An Emotional Sojourn through **Tom Cohen Ftc Guide To Endorsements**

In some sort of inundated with screens and the cacophony of fast connection, the profound energy and psychological resonance of verbal art frequently fade in to obscurity, eclipsed by the constant assault of sound and distractions. However, set within the musical pages of **Tom Cohen Ftc Guide To Endorsements**, a charming work of fictional brilliance that impulses with fresh emotions, lies an wonderful trip waiting to be embarked upon. Composed by way of a virtuoso wordsmith, this enchanting opus manuals visitors on a mental odyssey, gently exposing the latent potential and profound impact stuck within the complex internet of language. Within the heart-wrenching expanse with this evocative examination, we will embark upon an introspective exploration of the book is central styles, dissect their charming writing style, and immerse ourselves in the indelible impression it leaves upon the depths of readers souls.

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
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
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