

6 Tips For Cos. To Comply With Influencer Gifting Rules

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Law360 recently published an article by Kelley Drye partner [Gonzalo Mon](#), titled "[6 Tips For Companies To Comply With Influencer Gifting Rules](#)." The article provides practical guidance on how businesses can align with the FTC's updated Endorsement Guides and ensure compliance in gifting campaigns.

Key takeaways include:

- Providing clear disclosure instructions to influencers
- Monitoring posts for compliance
- Pre-approving content when possible

Access the article online [here](#) (subscription required) or PDF [here](#).