

# Advertising and Promotions on Social Media

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Partner [Gonzalo Mon](#) was a recent contributor in *Reuters Practical Law: The Journal* in an article entitled “Advertising and Promotions on Social Media.” This article discusses the key legal issues for companies to consider when advertising on social media or running a contest, sweepstakes, or other promotion, through social media platforms, and includes guidance on preventing liability for claims involving endorsers, influencers, and user-generated content.

“Because social media tends to be a more casual medium, many companies mistakenly assume that the laws governing advertising and promotions in other media do not apply to social media. Those same laws do in fact apply to social media, even though compliance is not always straightforward,” said Mon.

Read the full article [here](#).

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