

Digiday Quotes Gonzalo E. Mon on FTC Scrutiny of Endorsements in Social Media

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Partner **Gonzalo E. Mon** was quoted in the *Digiday* article, "When the FTC Cracks Down." The article describes Federal Trade Commission requirements regarding endorsements and testimonials in word of mouth marketing. Mr. Mon says, "Companies who engage in social media should have a policy that provides endorsers with guidelines about what they can, can't and must do. It's not just enough to have the policy in place, however. Companies must also monitor to ensure endorsers comply with the policy and take action against those who don't."

To read more, please click [here](#).