

# Law360 Quotes Partner Gonzalo E. Mon on Ad Guidance for Social Media Companies

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Partner **Gonzalo E. Mon** was quoted in the *Law360* article, "Ad Guidance Will Keep Social Media Cos. On FTC's Good Side." The Word of Mouth Marketing Association (WOMMA) unveiled updated guidance on disclosures for marketing messages delivered through social media — recommendations attorneys say give marketers a concrete road map to the Federal Trade Commission's expectations in this space. The disclosure guide suggests best practices for disclosing the relationship between companies and the compensated advocates or employees who plug their products through social media.

"These guides fill what was a significant gap between what the FTC had said in its endorsement guides and how to apply this guidance in a practical manner," said Mr. Mon. "These guides give companies a good starting point in their analysis of what they should be doing to make sure these disclosures are adequate."