

# Planning a Social Media Campaign? Consider These Legal Risks

April 24, 2012

This five-minute video from the *Bloomberg BNA* Internet Law Resource Center provides an overview of some of the legal issues companies should consider before they engage in social media. Kelley Drye partner Gonzalo E. Mon discusses the FTC's view of consumer endorsements, how companies can avoid liability for user-generated content, and options for structuring contests.