

Ad Law Access Podcast: FTC Releases New Guide to Help Influencers

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On a new episode of the [Ad Law Access Podcast](#), [Gonzalo Mon](#) provides an update for individual influencers on the FTC's new [guide and video](#) designed to help influencers understand their responsibilities regarding when and how they should disclose the relationships they have to the brands they endorse.

For additional information see the [Ad Law Access blog](#) posts:

- [FTC Releases New Guide for Influencers](#)
- [Yoga Influencers' Disclosures Show Limits of Flexibility](#)
- [Influencer Marketing Council Provides Tips on Influencer Fraud](#)
- [FTC Asked to Investigate Use of Influencers to Market Vodka](#)
- [When Influencers Fail to Influence](#)

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