

# Social Media Platform Policies and Emerging Issues

Food and Drug Law Institute

Speaking Engagement

October 29, 2020 from 1:25 pm to 2:25 pm (EDT)

Washington, DC

With the increased visibility provided by interactive social media platforms comes the responsibility of understanding how to navigate advertising on social media platforms while adhering to regulatory guidelines. This session will feature social media and other representatives who grapple with medical product advertising and promotion on social media. Speakers will discuss how companies are leveraging social media, features of various social media platforms, and how to stay compliant while using content such as influencers.

## Related Services

Dietary Supplements and Functional Foods

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