

The Attack On Social Media Influencer Campaigns

[Gonzalo E. Mon](#)

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Partner [Gonzalo Mon](#) authored the *Law360* article “The Attack on Social Media Influencer Campaigns.” In the article, he notes that four consumer groups have sent letters to FTC encouraging the agency to investigate the use of influencers on Instagram. The combined letters include over 150 examples of campaigns that allegedly violate the FTC’s Endorsement Guides. Gonzalo notes that although the letters highlight some legitimate issues regarding the use of influencers, they also misstate some of the requirements in the Endorsement Guides and lump good influencer campaigns along with bad ones. Gonzalo explains what the Endorsement Guides actually require and provides tips for companies to avoid scrutiny.