

# WOMMA Releases Guide to Disclosure in Social Media Marketing

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In a previous [post](#) and [article](#), we discussed how the FTC's new [Guides Concerning the Use of Endorsements and Testimonials in Advertising](#) include various provisions that apply to messages in social media, such as blogs, word-of-mouth marketing, and other promotions in which companies encourage consumers to speak on their behalf. Among other things, bloggers and other endorsers are required to disclose whether they have any material connection to the company whose products they are writing about, including whether the company has given them any free products or samples. In some cases, however, that may be easier said than done.

In an attempt to provide some guidelines about how to make the required disclosures, this week, the Word of Mouth Marketing Association ("WOMMA") released a [Guide to Disclosure in Social Media Marketing](#). The WOMMA Guide provides sample disclosures for a variety of contexts, including messages on blogs, online discussions, microblogs (such as Twitter), and status updates on social networks. The WOMMA Guide should not be used as a replacement for an individualized company social media policy, but it does provide good examples that companies may want to incorporate into their policies.