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Just Push the Button! Instagram's Response to Influencers, Hashtags and Disclosures

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In April, the Federal Trade Commission ("FTC"), after reviewing Instagram posts by celebrities, athletes, and social media influencers, issued 90 letters reminding influencers and marketers about the FTC's requirements that influencers clearly and conspicuously disclose their relationships to brands when promoting or endorsing products through social media. In this case, the FTC focused on influencers' posts on Instagram.