Insights: Publications

#TheFTCisWatchingYou: Influencers, Hashtags and Disclosures 2017 Year End Review

JD Supra

DECEMBER 22, 2017 Written by

Influencer marketing, hashtags and proper disclosures were the hot button topic for the Federal Trade Commission (the "FTC") in 2017, so let's take a look at just how the FTC has ***influenced*** Social Media Influencer Marketing in 2017.