

Legal Marketers, be aware of the new F.T.C. Rules regulating endorsements and testimonials Effective December 1st

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The rules governing how legal marketers disclose reimbursement for their online content are about to change.

Beginning on December 1, 2009, the new FTC rules on endorsements and testimonials in marketing will become effective, and all of us online content writers who review products and services are going to have to disclose the receipt of free merchandise or payment for the items we write about.

For legal marketers, it's more important than ever to be connected to the online world, stay connected to the latest news and trends around your clients and the legislations that govern this platform.

For example, in a conversation I had with [Rex Gradeless](#) last night, he mentioned that law school students are blogging for the institutions they attend, under the guise of the institution's marketing/communications departments. If students are doing so due to "added incentives", then the schools may be on shaky ground come 12/1.

The guidelines are an update of the F.T.C.'s 1980 guide concerning the use of endorsements and testimonials in advertising. They will particularly affect many in the beauty and fashion blogging community, where freebies are rampant.

As leaders in the legal community, it's more important now than ever before to be aware of rules that reflect the commission's concern about how advertisers are using bloggers and social networking sites to pitch their products.

The daily process I work with with legal marketers to engage, enables them to keep track of news from multiple platforms that affect them. Writing, tweeting, and newsletter distribution are all important elements of an effective social media campaign, and equally important is being cognizant of the regulations we're beholden to .

You may also be interested in these articles:

[New Rules: Endorsements & Testimonials in Marketing](#)

[FTC's Proposed Plan Would Hold Bloggers Liable for False Brand Marketing Discourse](#)

[Copyright And Libel In the Twittersverse – A Question for Copyright Legal Pros](#)

[AP's Quest to Outlaw Search Engine Links – What Will This Mean For Legal Marketers?](#)

[New F.T.C. Rules Has Bloggers and Twitterers Mulling](#)