

The FTC Guidelines:

Compliance At-a-Glance



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The FTC's revised guidelines for using endorsements in advertising and marketing place new responsibilities on marketers and their vendors. [Here's a quick snapshot:](#)

Education

Monitoring

Enforcement

Highlights

Marketers have an “obligation” to “advise” participants in word of mouth or social marketing programs of their responsibilities: to disclose their relationship with you and make accurate product claims. This advisement should occur “at the time” you provide samples or compensation.

The “responsibility” for monitoring rests on marketers. FTC “does not believe it needs to spell out procedures,” but suggests having “effective” “procedures in place to monitor.” Key terms used for monitoring include “attempt” and “try,” suggesting the effort is what matters most.

Marketers must “take steps necessary to halt the continued publication of deceptive representations when they are discovered.” One suggestion is for marketers to “cease providing free product to that individual (who is not in compliance).”

To Do

- Training content
- Code of conduct
- Disclosure assistance

- Per-submission monitoring
- Macro-level monitoring

- Documented enforcement policy
- Execution of required actions

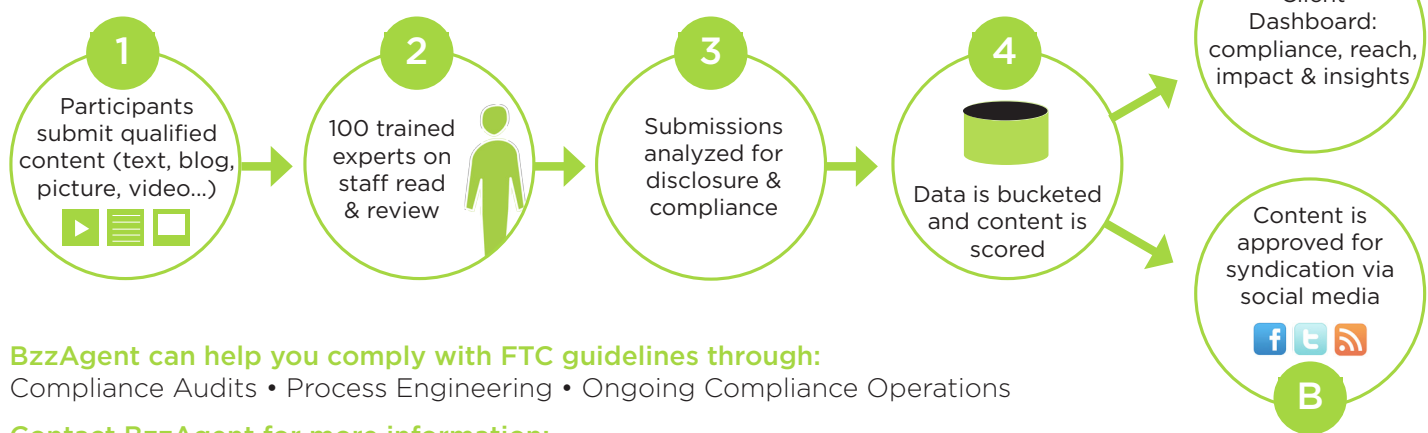
BzzAgent has run more than 1,000 word of mouth programs since 2002, with a 100+ person Compliance Assurance Team. [Flip over to see how we do it.](#)

The Industry's First and Only True B2B Social Compliance™ Solution



BzzAgent®

BzzAgent's Social Compliance™ service allows you to focus on core marketing activities, secure in the knowledge your programs are FTC-compliant. This service is powered by our Compliance Assurance Team, which has been monitoring social media campaigns since 2002.



BzzAgent can help you comply with FTC guidelines through:

Compliance Audits • Process Engineering • Ongoing Compliance Operations

Contact BzzAgent for more information:

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