

## Events

# DUDUKOVICH TO LEAD DISCUSSION ON HOW CHANGES AT THE FTC MAY IMPACT SOCIAL MEDIA MARKETING

Mar 23, 2021

Atlanta Counsel Jim Dudukovich will give a presentation and lead a virtual discussion before the Media Law Resource Center Advertising and Commercial Law Committee on March 23. The discussion will focus on the changes we can expect in the world of social media marketing as the FTC maps out its strategies and priorities under the Biden administration.

Dudukovich will lead the conversation by examining anticipated shifts in the FTC's Endorsement Guides based on industry feedback, and regulators' increasing scrutiny of consumer reviews and word-of-mouth or influencer marketing, including the struggle to balance free speech considerations, the FTC Act and the Consumer Review Fairness Act. The discussion also will cover implications of these developments for media companies' social media policies as well as for the execution of social marketing programs for advertisers.

Dudukovich is a seasoned advertising, marketing, social media and transactional attorney with more than two decades of in-house experience who counsels clients proactively on cutting-edge issues across the ever-evolving advertising and digital ecosystem. He is a committee member in the MLRC Advertising and Commercial Law Committee.

## RELATED CAPABILITIES

- Media & First Amendment

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