

Benjamin Zegarelli Quoted in "Federal Agencies Train Spotlight on Social Media Ads"

Bloomberg BNA Electronic Commerce & Law Report

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Benjamin M. Zegarelli, an Associate in the Health Care and Life Sciences practice, in the firm's New York office, was quoted in *Bloomberg BNA Electronic Commerce & Law Report*, in "Federal Agencies Train Spotlight on Social Media Ads," by Alexis Kramer.

Focus Areas

Services

Regulatory Strategy, Product Development, and Product Approvals

Social Media and the Workplace

Industries

Health Care Industry

Following is an excerpt:

"The presence of social media guidance means that the FDA is watching promotional communications closely," Zegarelli told Bloomberg BNA Dec. 2. "The FDA's monitoring is certain to continue as promotional communications over social media become more prevalent, leading to a likely increase in enforcement letters addressing company communications on social media," he said. ...

Zegarelli said the FDA will continue to watch social media closely in the New Year.

"The FDA will not hesitate to bring enforcement actions against companies that use social media platforms in ways that are inconsistent with the FDA's traditional limitations on product promotion," he said.