

# The Revolution Can Wait – Recent Social Media Marketing Guidance from FDA Gives Manufacturers More of the Same

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**Natasha Thoren** and **Benjamin M. Zegarelli**, Associates in the Health Care and Life Sciences practice, in the firm’s New York office, co-authored an article titled “The Revolution Can Wait–Recent Social Media Marketing Guidance from FDA Gives Manufacturers More of the Same.”

## Following is an excerpt:

Despite the release of the three guidance documents that defined many aspects of social media use, some social media actions taken by drug and device companies still require further instruction or guidance from FDA (e.g. liking, retweeting and sharing).

## Resources

[Thoren-Zegarelli-The-Revolution-Can-Wait-Recent-Social-Media-Marketing-Guidance-from-FDA-Gives-Manufacturers-More-of-the-Same.pdf](#)