

# Social Media Sweepstakes and Promotions: A Roadmap for Compliance

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Olshan's Advertising, Marketing & Promotions Practice Group chair Andrew Lustigman presented a live webinar for Lawline.com, an online CLE platform, on May 16<sup>th</sup>. The seminar provided a roadmap for compliance with the complex laws and regulations governing sweepstakes and promotions. In particular, the program focused on sweepstakes and promotions conducted via social media. Mr. Lustigman discussed how current promotions need to be structured and advertised in order to comply with the myriad of federal and state laws. He also discussed evolving platform requirements, which must be adhered to, in order to avoid having a promotion shut down prematurely.

## PROFESSIONALS

Andrew B. Lustigman

## PRACTICE AREAS

Advertising, Marketing & Promotions

Social Media Law

Sweepstakes & Contests Law