

Application of Advertising Law to Social Networking Sites

The commission is getting questions about social networking sites such as MySpace, Facebook, and Twitter. We are seeing listings and other solicitations of business on these sites.

The commission wants it to be known that these solicitations are advertising, and are subject to the same laws as all other kinds of advertising. Policy for many years has been to treat all forms of advertising the same, regardless of the media used. Electronic solicitations of business on Web sites, for example, are considered advertising just the same as a billboard.

Any questions should be directed to the commission office.

