

Missy (Berggren) Voronyak



- **Current:** Group Director, Influencer Engagement and Social Media at W2O Group; Food Allergy Blogger at marketingmama.com
- **Former:** Allina Health, Hazelden Betty Ford Foundation
- **Twitter:** @missyvoronyak
Instagram: @marketingmama
LinkedIn: [linkedin.com/in/missyvoronyak](https://www.linkedin.com/in/missyvoronyak)
- **Email:** mvoronyak@w2ogroup.com

Regulatory Guidelines



Privacy

- Do not collect or save patient data
- Do not solicit patient health information on social media
- Acknowledge inquiries about health on social media, move offline/direct to HCP
- Never post pictures of patients without a signed release



Devices & Drugs

- Promotional rules apply
- Claims = Any statement that a product alters the physiology or function of any part of the human body
- Any claims must include important safety information (ISI)

FTC



Endorsements

- Any paid or sponsored endorsement must be clearly disclosed
- Includes big & small celebrities, spokespersons, physicians, bloggers, employees, families and patients
- Applies to all social posts and online reviews

USPTO



Trademark & Copyright

- Use of third party Trademarks, such as brand names requires permission
- Use of third party copyrighted content, including copy, images and video requires permission
- Photo release needed for all individuals in a photograph

How It Works In Practice

Influencers must be transparent with readers about gifts or money received

Adequate Disclosure:

- “Sponsored” “Ad” or “Promotion”
- With or without hashtags
- In all social media posts
- Above the “more” line in social posts
- Prominently use in blog posts (title, top & bottom of post)

Not Adequate Disclosure:

- #sp #partner or #collab
- At the end of a long list of hashtags



Example: LASIK Ambassador



Feb 19 Getting Lasik: My experience at Joffe MediCenter in Minneapolis (sponsored)

Posted by [Missy](#) in [General LASIK Minnesota](#)

[0 Comments](#)

Note: This post is about my experiences going through the process to get LASIK eye surgery as a brand ambassador of Joffe MediCenter.

I've worn glasses since I was 12 years old. I had thought about getting Lasik as an adult, but only know a handful of people who have had Lasik to correct their vision. When I asked them about it, they all said it was **the best thing they had ever done** and that **they wish they had done it sooner**. Yet, I never seemed to have the right timing or extra money to pay for it.

So you can imagine how thrilled I was to find out that the team at Joffe MediCenter in Minneapolis was interested in working with me on a special promotion. It seems there are a lot of fears people have about getting Lasik, and that by sharing my



Missy Berggren @MarketingMama · Feb 20

Thinking about Lasik? Hear about my journey w/ @JoffeMediCenter in Minneapolis (sponsored) marketingmama.com/lasik-experien... #lasik #lasikchat



Disclosure: I am not a medical professional and not qualified to give medical advice. Please talk with a doctor about your individual medical situation. I was not financially compensated for this or any future post, however I have received free services from Joffe MediCenter which include appointments and LASIK eye surgery. Services are in exchange for sharing my honest opinions and experiences with readers as I went through the process of getting LASIK eye surgery. These opinions are completely my own based on my experiences.

Pharma Influencer Disclosure Statements



**Disclaimer: Janssen Biotech paid for my travel and accommodations to attend the tour. Everything I have written is my own and I was not compensated for my time or for writing this post. It is not my purpose to promote any specific medication, but to encourage everyone to discuss any and all options with their doctor.*



Disclosure: *I am participating in a VIN campaign for Pfizer. I am receiving a fee for posting; however, I am in no way affiliated with Pfizer and do not earn a commission or percent of sales.**



Disclosure: This blog post outlines details from a Mylan Blogger Summit I attended in May 2015. Mylan (the pharma company that makes EpiPens) paid for my travel expenses and for my Disneyland Resort park ticket in exchange for my evaluation and feedback on information presented during the meeting. All comments made by me about EpiPen (epinephrine injection) Auto-Injector, Mylan, and/or the Mylan Blogger Summit are at my own discretion and based on my own opinions.



NOTE: I attended a Psoriasis Blogger Summit hosted by LEO and received a stipend for my evaluation and feedback on information presented during the meeting. All opinions expressed by me about the summit or LEO programs or products are my own.



Disclaimer: I'm participating in the Break Up with Your Makeup program sponsored by Galderma Laboratories, L.P. the maker of Oracea® (doxycycline) 40 mg Capsules, Soolantra® (ivermectin) Cream, 1% and Mirvaso® (brimonidine) Gel, 0.33%**.*

Key Takeaways

Know which guidelines apply to your business and study them

Set Google alerts to help you stay on top of the latest rules

Your company is responsible for influencer disclosure

Disclosure must be prominent and clear