

FTC/Skechers Twitter Chat Transcript

On May 16, 2012, the FTC announced a settlement with Skechers over its toning shoes. The FTC hosted a Twitter Chat to answer questions from the public about the settlement. A transcript of the promotional tweets, the press conference tweets, and the questions and answers are posted in chronological order for ease of reading. All tweets remain public (without redactions) on the [FTC's Twitter account](#).

May 14, 2012

Media Advisory: FTC to announce action against major marketer of consumer goods 5/16 at 11am ET: go.usa.gov/Vut #FTCbcp

May 15, 2012

Media Advisory: FTC to announce action against major marketer of consumer goods tomorrow at 11am ET: go.usa.gov/Vut #FTCbcp

Reminder: Tomorrow the FTC will announce an action against major marketer of consumer goods at 11am ET: go.usa.gov/Vut #FTCbcp

May 16, 2012

TODAY: FTC to announce action against major marketer of consumer goods @ 11am: Watch live: go.usa.gov/Vut Tweet us Qs later: #FTCbcp

██████████ Yes! Please join us online later to discuss/ask staff questions :) #FTCbcp

Joining us later & curious how our Twitter chats work? go.usa.gov/px8 You can chat w/ us on Facebook 2: go.usa.gov/px9 #FTCbcp

Press Conference Tweets

Our press conference starts in 10 minutes! Watch live: go.usa.gov/Vut Staff will answer Qs about case on Twitter at 2pm. #FTCbcp

Our press conference is starting soon! Watch live: bit.ly/K6UFxg More info: go.usa.gov/Vut #FTCbcp

FTC's David Vladeck, Director, BCP, welcomes everyone to the press conference. #FTCbcp

Vladeck: Skechers, market leader in toning footwear, agrees 2 pay \$40 million dollars 2 resolve charges of deceptive advertising. #FTCbcp

FTC says Skechers violated law by making false & unsubstantiated claims about health & fitness benefits of toning shoes. – Vladeck #FTCbcp

Vladeck: FTC action latest in series of cases dealing w/claims for health bens & 2nd in 8 months against marketer of toning shoes. #FTCbcp

Vladeck: Let me remind marketers once again: either shape up your substantiation or tone down your claims! #FTCbcp

FTC complaint charges Skechers deceptively advertised toning shoes: go.usa.gov/paa #FTCbcp

In the market for workout gear & exercise equipment? First read: How's That Workout Working Out? go.usa.gov/pOa #FTCbcp

Reminder: Join FTC staff online at 2pm ET to ask questions about the FTC's settlement with Skechers. Tweet #FTCbcp

PIC: FTC's David Vladeck announces Skechers \$40 million settlement w/FTC at press conference in DC. #FTCbcp pic.twitter.com/ksKzBkTl

Did you buy Skechers toning shoes? You may be eligible for a refund! Check out ftc.gov/skechers. #FTCbcp

On our Business Center Blog: FTC to Skechers: Shape up your ad claims: go.usa.gov/pCm #FTCbcp

Did u hear about our settlement w/ Skechers today? Ask us Qs at 2pm - staff will be available on FB & Twitter. go.usa.gov/paa #FTCbcp

██████ Hi! Our chat will be at 2pm EST. Hope you can join us! #FTCbcp

Twitter Chat Q&A

Welcome Larissa Bungo, FTC attorney from our Cleveland office. She's ready to take your Qs now about our settlement w/ Skechers. #FTCbcp

We're live w/ Larissa - send us your Qs! We're also answering Qs on our Facebook page: facebook.com/federaltradeco... #FTCbcp

Did you buy Skechers toning shoes? You may be eligible for a refund. Learn more: ftc.gov/skechers. Have Qs? Ask now! #FTCbcp

Q1 RT ██████ How did this complaint come about? #FTCbcp

A1 FTC investigations begin in diff ways; we dont disclose specifics. Complaints may come from people, biz, Congress, articles, etc. #FTCbcp

Last chance to ask staff Qs live about Skechers...we're also answering them on our FB page:
[facebook.com/federaltradeco...](https://www.facebook.com/federaltradeco...) #FTCbcp

May 17, 2012

██████████ Hi @FTC I just read about the #skechers shoe settlement... why don't you get the celebs who advertise the false claims? #FTCbcp

██████████ Hi! At this point we have no evidence that celebs involved knew/should have known claims they were making were deceptive. #FTCbcp