

What is ethics in social media marketing? A systematic literature review

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Abstract

The purpose of this literature review is to summarise and synthesise the literature on ethics in social media marketing. The thematically organised systematic review finds that ethics in social media marketing is an emerging research area and identifies four themes based on a data set of 205 articles: advertising and customer/brand relationships, privacy, the dark side on social media and fake news. The review also finds that privacy and fake news are themes discussed mainly by Western scholars. Suggestions for further research and managerial and policy implications are presented in the discussion part of this review.

Keywords: *social media marketing, ethics, literature review*