Medical marijuana dispensaries operate in an environment characterized by a high degree of political, social and economic uncertainty. In this context, stakeholders are keenly sensitive to signals of legitimacy and reputation. We draw on the impression management literature to offer hypotheses regarding how dispensaries’ decisions to present information regarding their organizations and services influence website traffic. We test hypothesis using a sample of medical marijuana dispensaries posted in the Weedmaps database. Findings suggest that activities designed to enhance social approval assets are distinct from those utilized to establish other intangible assets such as brand images.”