

NAVIGATING SOCIAL MEDIA LEGAL RISKS

SAFEGUARDING



YOUR BUSINESS



ROBERT MCHALE, ESQ.
with ERIC GARULAY

Navigating Social Media Legal Risks Safeguarding Your Business Que Biz Tech

JA Banks



Navigating Social Media Legal Risks Safeguarding Your Business Que Biz Tech:

Navigating Social Media Legal Risks Robert McHale, 2012-05-01 The plain English business guide to avoiding social media legal risks and liabilities for anyone using social media for business written specifically for non attorneys You already know social media can help you find customers strengthen relationships and build your reputation but if you are not careful it also can expose your company to expensive legal issues and regulatory scrutiny This insightful first of its kind book provides business professionals with strategies for navigating the unique legal risks arising from social mobile and online media Distilling his knowledge into a 100% practical guide specifically for non lawyers author and seasoned business attorney Robert McHale steps out of the courtroom to review today s U S laws related to social media and alert businesses to the common and sometimes hidden pitfalls to avoid Best of all McHale offers practical actionable solutions preventative measures and valuable tips on shielding your business from social media legal exposures associated with employment screening promotions endorsements user generated content trademarks copyrights privacy security defamation and more You ll Learn How To Craft legally compliant social media promotions contests sweepstakes and advertising campaigns Write effective social media policies and implement best practices for governance Ensure the security of sensitive company and customer information Properly monitor and regulate the way your employees use social media Avoid high profile social media mishaps that can instantly damage reputation brand equity and goodwill and create massive potential liability Avoid unintentional employment and labor law violations in the use of social media in pre employment screening Manage legal issues associated with game based marketing virtual currencies and hyper targeting Manage the legal risks of user generated content UGC Protect your trademarks online and overcome brandjacking and cybersquatting Understand the e discovery implications of social media in lawsuits

Navigating the Legal Issues Surrounding Social Media, 2012 With the emergence of social media comes both opportunity and legal risk for companies and consumers alike The widespread use of social media sites for personal and business purposes has given rise to an array of legal issues including violations of intellectual property law privacy law employment law and criminal law What are the benefits and legal ramifications of social media use What should be considered before using social media services How much control do employers have over what their employees post online Navigating the legal issues surrounding social media provides feedback from some of today s leading legal minds on identifying and avoiding the legal risks that arise when using social media platforms These experts address what should be taken into account by both businesses and individuals before using social media and discuss strategies that can be used by hosting providers to limit liability This report offers readers an on the spot look at these issues as they continue to unfold

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