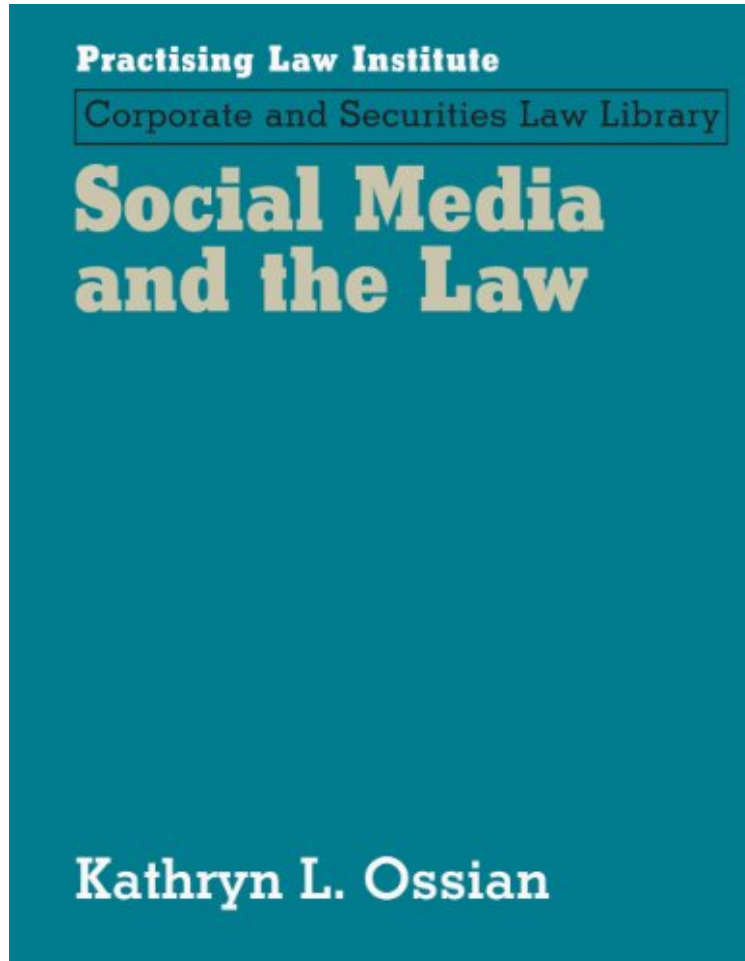


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Social Media and the Law (Corporate and Securities Law Library)

Kathryn L. Ossian

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In the past few years, more and more individuals and companies have been using social media in every aspect of their personal lives and corporate existences, from keeping up with families and friends for individuals to product research and understanding customer preferences by business entities. PLIs Social Media and the Law helps you understand the legal environment and helps you mitigate the risks of using the many new social media platforms. In Social Media and the Law youll learn: The privacy issues presented by social networking sites and what steps users can take to maintain their privacy and limit unwanted third-party access to personal information What copyright issues are raised in the

developing social media world, such as who owns and who can use user-generated content on social media sites The opportunities, and trademark risks, of promoting your brand through social media Best practices for social media communication to avoid defamation and other tort liability The unique employment and workplace issues that are raised by and through the use of social media, both by employees and human resources departments How the basic rules of disclosure in advertising apply to advertisements appearing in social media, including the Federal Trade Commissions most recent guidance updates How the federal regulation of unsolicited commercial email applies to social media platforms When social media use involves crimes and evidence, and impacts criminal prosecution How social media can and should be considered in creating a civil litigation discovery plan In a separate chapter on regulated industries, Social Media and the Law discusses the unique issues faced by such industries as: Financial services Broker/dealers Pharmaceutical providers Essential reading at a time when the legal issues are still evolving, Social Media and the Law minimizes the risk of litigation and other issues while maximizing your comfort level in using the many powerful tools now available through social media platforms.

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