



# **Social Media and the Law (March 2016 Edition) (Corporate and Securities Law Library)**

*Kathryn L. Ossian*

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**Social Media and the Law (March 2016 Edition) (Corporate and Securities Law Library)** Kathryn L. Ossian

**Social Media and the Law** helps you understand the legal environment and mitigate the risks of using social media platforms.

In **Social Media and the Law** you'll 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 ever-developing social media world, such as who owns and who can use user-generated content and data scrapping
- 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 a full discussion of the Federal Trade Commission's 2000 guidance and 2012 update project on those guidelines
- How social media activity can result in criminal charges and be used as evidence or alibi in criminal proceedings
- How social media can and should be considered when creating a civil litigation discovery plan

In a separate chapter on regulated industries, **Social Media and the Law** discusses the unique issues faced by publicly traded companies • financial services • broker-dealers • health care providers • and pharmaceutical manufacturers.

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 when using the many powerful tools available through social media platforms.

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