



Social Media Law

Lisa T Oratz and Contributing Experts

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The rise of social media has been one of the most dramatic developments in the information age over recent years, causing a seismic shift in the way people and businesses obtain information, communicate, and interact with one another. Although the benefits of social media can be great, its nature also presents certain inherent risks and significant legal challenges.

Companies generally have less control over social media than they do with traditional media as a result of the casual nature of social media. Therefore, the risk that social media content will create legal liability for the company or disclose confidential information is much greater than with traditional media. In addition, the speed at which social media allows information to travel creates a significant potential for reputational damage, making brands more vulnerable than ever. As a result, there is often a great deal of uncertainty regarding legal issues surrounding social media, including content liability, privacy, data security, employment law, advertising law, intellectual property and general business and contracting issues. This book addresses all of these issues and provides astute, in-depth insights on their ramifications and resolutions. Social Media Law is organized to follow the various ways in which lawyers and their clients may interact with social media:

Part One addresses some of the key concerns that arise when companies or their employees are users of social media, including employment, advertising, and securities law issues.

Part Two examines the issues that arise when companies and organizations are providers of social media.

Part Three sets forth some of the key intellectual property issues that arise in connection with social media use, whether such use is by the organization itself or by third parties.

Part Four addresses the issues that arise when lawyers use social media for marketing legal services or in their practices, including litigation.

Filled with legal and practical insights, Social Media Law is a comprehensive guide to aid attorneys in becoming familiar with social media and the substantive legal issues and risks that arise in connection with its use in a variety of contexts. The book will assist counsel in properly advising their clients as they take advantage of this powerful tool.

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