

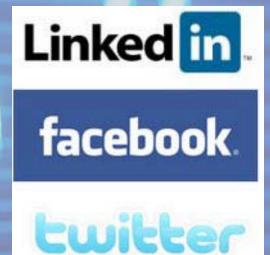


Social Media A Legal Perspective

Presented By: Robert K. Radcliff

"A Brave New World"













2. What do you want to use social media for in the future?



Where is the FCC?



The Reverb Communications Example

- Reverb is an online public relations firm
- One of its clients develops gaming applications
- Reverb Employees posted ratings on iTunes about Apps "Amazing New Game" "Really Cool Game" etc.
- They never disclosed who the were
- FTC says Violation of Endorsement Guidelines



· Yes.

Social Media Policy



Be Smart Out There