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JAM



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Social Media A Legal Perspective

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“A Brave New World”





Ever Expanding Options



What's Next?

A 3D rendering of the Earth, showing the Americas and surrounding oceans. The globe is blue and green, with realistic textures. Around the base of the globe, there are several blue, stylized 3D human figures standing in a circle, representing a global community. The text "2 Questions:" is overlaid on the right side of the globe.

2 Questions:

1. What are you using social media for now?
2. What do you want to use social media for in the future?

What social media guidelines are out there?



1. Regulated content
2. Professional guidelines
3. Internal company guidelines

Where is the FCC?



The Reverb Communications Example

A collection of yellow chess pieces, including pawns, a knight, and a king, are scattered across the white background of the slide. The pieces are positioned around the text, with some appearing behind the title and others further down the page.

- 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 they were
- FTC says Violation of Endorsement Guidelines



Do you need a social media policy?

- Yes.

Social Media Policy



**Be
Smart
Out
There**