

Social Media and Your Company

Brown Bag Webinar Series

August 4, 2010

Looking Out and Looking In

Looking Out: What happens when your company is being trashed online? What legal actions can I take and should I consider the other options?

Looking In: What is my liability for my company's official (and not so official) use of social media and mobile marketing?

- Chapter 1: What is this social media phenomenon and why do it?
- Chapter 2: User Generated Content – Joining the conversation
- Chapter 3: User Generated Content – Managing your own message
- Chapter 4: Blogging and FTC – Putting out your own message
- Chapter 5: Mobile Marketing – Managing your mobile message
- Chapter 6: Social Media and H.R.

Our presenter, Travis Crabtree, brings a unique perspective to his internet marketing, online media and commercial litigation practice. Travis graduated from the University of Missouri School of Journalism and spent several years in television news before taking on a law career. Travis explores the emerging legal issues and trends for internet marketing and online media on his blog, eMediaLaw.com. In addition, Travis represents plaintiffs and defendants in complex business matters including cases involving defamation, open records issues, antitrust, RICO, the False Claims Act, shareholder derivatives, minority shareholder oppression, corporate officer/director fiduciary cases, partnership disputes, trade secrets, the DTPA, the UCC, employment and class actions in both state and federal court. He provides advice and counsel to clients at all stages of conflict from avoiding disputes, to alternative dispute resolution, trials and appeals.

This free unique webinar includes a live Q&A session and attendees will receive free sample templates of policies and agreements that you can use in implementing your social networking best practices.



Date – Wednesday, August 4th

Time – 12pm – 1pm CST

Price – Complimentary

Location – Webinar