

### Not So Fast! Employment, Ownership and Privacy Concerns When Using Social Media for Business

#### SVForum Marketing SIG

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6:30 p.m. - 9:00 p.m.

Detati Digital Marketing  
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Sunnyvale, CA 94089

**[Click here for more details and registration information.](#)**

Today social media is endemic throughout every aspect of our lives. We all know generally that it provides businesses with opportunities to reach markets faster & more broadly than ever before. However, social media also poses risks for employers if not properly managed. Join us for a discussion of the latest legal developments, including:

- Who owns your social media - the company or the employee?
- Whose Twitter followers are they anyway?
- How to protect trade secrets in the age of social media and BYOD?
- Defamation – “I didn’t authorize that post!” How can businesses limit such risks?
- Can I fire an employee for Facebook posts? What does the NLRB say?
- Managing employee privacy expectations and ownership of social media?
- During this Meetup, **Paul Cowie** will share his perspective on these key implications of doing business in this age of social media.

To stay competitive as a marketer, you cannot afford to miss this important presentation on the future of business.

#### Attorneys

Paul S. Cowie

## Practice Areas

Labor and Employment