

5 Legal Considerations for Your Social Media Campaign

Gonzalo E. Mon

July 12, 2011

Most companies enjoy the benefits of having a social media presence, but not every company also appreciates the legal risks that can lurk there. Companies have run into legal problems, and been forced to defend their social media campaigns in public, in front of regulators or in courts.

All of this, however, can be mediated with a little knowledge and forethought. The article, "[5 Legal Considerations for Your Social Media Campaign](#)," written by partner [Gonzalo Mon](#), discusses several issues companies should note.

For more on this topic, join us on August 9, 2011 for the Kelley Drye Webinar, "Trending Topics: Social Media and the Law." Click here for [webinar details and registration](#).