

A New Legal Frontier for Social Media

Kelley Drye Continuing Legal Education Seminar

Firm Event

March 10, 2010 from 3:00 pm to 5:00 pm (EST)

Washington, DC

New York, NY

The legal landscape for social media and user-generated content is changing. Make sure you understand the risks and rewards.

Companies engaged in blogs, social networking, and other types of interactive marketing campaigns face increased scrutiny in light of recent cases and sweeping changes to the FTC's Guides Concerning the Use of Endorsements and Testimonials in Advertising. These developments have increased the scope of activities and content for which advertisers may be liable.

Join the Association of Corporate Counsel and Kelley Drye for a discussion about the important legal issues and best practices for leveraging social media. Topics will include:

- Ways that companies are using social media in the form of sweepstakes, contests, blogs, wikis, and other promotions involving user-generated content;
- Legal risks and the impact of recent cases and the FTC Guides on your advertising and marketing campaigns; and
- Practical advice on how to minimize legal liability associated with social media websites and campaigns with user-generated content.

In accordance with the requirements of the New York State Legal Education Board, this non-transitional continuing legal education program is not approved for the newly-admitted attorney within the first two years of admission to the Bar.

Related Services

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