



# Balancing the Legal Perils and Marketing Potential of Social Media

Kelley Drye Webinar

Firm Event

October 23, 2014 from 1:30 pm to 2:30 pm (EDT)  
New York

Social media has created high-risk, high-reward opportunities for companies to promote their brand and reach millions of potential customers. It has also opened up avenues for employees to destroy a company's reputation through 140 character missives, harass co-workers, and waste time on the company's dime.

The tension between social media as a marketing tool and a source of potential legal liability will be explored in this Kelley Drye webinar presented by our [Labor and Employment](#) and [Advertising and Marketing](#) practice groups. Kelley Drye partners [Mark A. Konkol](#) and [Gonzalo E. Mon](#) will discuss:

- Developing lawful social media policies - Is there a one-size-fits all policy?
- The risks and rewards of social media as a marketing tool
- Managing third-party risks - vendors, customers and chatty employees
- The NLRB's new focus on social media - the conflict between employee rights and business needs

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