

How to Use Social Media to Market Your Business - Legally

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**“Social Media is a Fad and I’m Not
Going to be Part of a Fad”...**



What is “Social Media”

- Social media are media for social interaction, using highly accessible and scalable publishing techniques. Social media uses web-based technologies to turn communication into interactive dialogues (Wikipedia)
- Social media is not the “be all end all” for business marketing strategy; it works best in conjunction with a top notch website and a vigorous and consistent email marketing platform.
- Social media does not take place in a vacuum; you need consistent face-to-face interaction (such as networking) to maximize its impact.



LinkedIn

- www.Linkedin.com
- Create a profile
- Connect with others
- Give and receive endorsements
- Join groups; participate in discussions
- Other applications
- Status Updates (140 characters)



Facebook

- www.Facebook.com
- Connect with “Friends”
- Create Conversations
- Fan Pages

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, centered on a solid blue rectangular background.

facebook

Twitter

- <http://twitter.com>
- “Microblogging” site
- Twitter breaks down barriers which normally exist “IRL” (“in real life”)
- Those who provide best information on Twitter are given greater credibility/have better success



How the Heck do I Manage All This?

The image displays the TweetDeck website interface at the top, featuring the logo and navigation links for Desktop, iPhone, iPad, Directory, Support, and Sign in - Register. Below the website is a large monitor showing the desktop version of the application, which is organized into a grid of columns. The columns include: 'All Friends' with a list of tweets; 'Mentions' showing tweets directed at the user; 'Facebook Full News Feed' displaying social media posts; 'MySpace: Friends Activities' with updates from MySpace; and 'Location' showing tweets from specific geographic areas. In the foreground, a tablet and a smartphone are shown, both displaying the mobile versions of the TweetDeck interface, demonstrating its cross-device compatibility.

www.tweetdeck.com



Blogging

WITH THE RIGHT STAGE AND THE RIGHT VOICE
THERE'S NO LIMIT TO THE SIZE OF YOUR AUDIENCE.

...and now, a word from the lawyers...



Legal Issues With Social Media/Web Marketing

- Defamation/Privacy
- Employee Use of Social Media Websites -
Need to Have a Social Media Policy as Part of
Your Employee Handbook
- CAN-SPAM Act for email marketing
- Federal Trade Commission (FTC) regulations
on advertising within blogs

So, How Do You Market Your
Business Online, Legally?...

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“e-Compliance Kit”

- Website
 - Terms of Use
 - Privacy Policy
- Email Marketing
 - CAN-SPAM Act Language
- Social Media
 - Social Media Policy
- Blogging
 - Guidance on FTC Regulations
- **PLUS:** one hour consult with one of our attorneys to customize

Where to Find Me Online

Firm Website: www.mansfieldtanick.com

Personal Website: www.jeffreyobrienesq.com

Twitter: @jeffobrien

Facebook: www.facebook.com/obrienjeffrey

LinkedIn: <http://www.linkedin.com/in/jeffreycobrien>

Blogs: blog.jeffreyobrienesq.com

Vanillashell.net

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