A Legal Guide to Use of Social Media in the Workplace: A Workshop

February 18, 2014

Speaking Engagement

Presented by: Minnesota Department of Employment and Economic Development and Gray Plant Mooty

Social media allows businesses and organizations to engage in a dynamic interactive dialogue with customers and clients as never before. As businesses and organizations increasingly recognize the power of social media as an important business tool, they must also navigate a confusing array of laws and regulations.

A business or organization can put its most valuable trade secrets at risk, become liable for unfair or deceptive trade practices, violate employment or labor laws, infringe upon another's intellectual property rights, or assume any number of other risks. Reputation, brand equity, and goodwill can quickly evaporate or be tarnished through unauthorized use of social media.

The purpose of this workshop is to highlight some of the legal issues a business or organization should consider when using social media in the workplace and offer guidance on best practices and ways to mitigate risk.

In this workshop, we will cover:

- Social media and the employment relationship
- Copyright, trademark, trade secret, and defamation concerns
- Privacy issues
- Corporate social media policies

- Social media as a marketing tool
- Relevant laws and regulations
- Interesting cases involving social media
- Best practices

Speakers:

Michael R. Cohen and Meghann Kantke

Receive a free copy of *A Legal Guide to Use of Social Media in the Workplace*, a collaborative effort of the Minnesota Department of Employment and Economic Development and Gray Plant Mooty. You can also download a copy here.

Time:

11:30 a.m. - 1:00 p.m.

Location:

RCTC, Heintz Center, 1926 Collegeview Rd E, Rochester, MN 55904 - Classroom HA104