

Social media law for business : a practical guide for using Facebook, Twitter, Google+, and blogs without stepping on legal land mines

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Abstrak

Social media is where your customers are--so it is where your business has to be. Unfortunately, this space is packed with land mines that can obliterate your hard-earned success in the time it takes to click a mouse. Written in easy-to-understand, accessible language, this book reveals your legal rights and responsibilities in the fast-moving and ever-changing social media landscape. Learn how to: Create a social media policy for your business ; Recruit, hire, and fire through social media ; Share content without getting sued ; Blog and run contests ; Draft disclosure requirements in digital advertising "Glen Gilmore stands alone as the authority on social media law. This book should become a ready reference for business leaders and digital marketers.