



Why can't our in-house attorney teach me this information?

Most busy In-house attorneys focus on employment law, they aren't specialists in social media and digital media law. To be more specific, in-house attorneys use my programs because they don't spend 200 hours a month monitoring social media and digital media law, they haven't spent 30 years as a specialist in digital media and training over 100,000 people, and they aren't former television anchors'.

Think of it this way, when you have a heart problem you seek the experience and wisdom of a cardiologist, not a podiatrist; today's attorneys are specialists. With this said, you can't expect an in-house attorney to give you the same type of specialized information and strategies that you would receive in this online course.

Why can't I wait for our association to offer this type of information?

There are two main reasons association conferences will never be able to give you the type of in-depth and specialized strategies you learn in this online course:

First and most important, is the issue of the instructor's credentials. Most conferences that touch upon social media and digital media liability are presented by employment attorney(s), not leading national experts in social media liability. They tend to discuss the general issues of social media liability and fail to give attendees the more in-depth information and strategies on navigating the hidden liabilities of the new social media speech laws. Further, many times attendees are frustrated because many presentations are comprised of multiple attorneys with different opinions on legal issues.

Second, there is a time constraint with association conferences. Most keynote presentations are 45 minutes to an hour with little or no time for questions. Even the break-out sessions are only around 2 to 3 hours.

Why can't I just wait for a lawsuit or employee mistake to make this course available to employees?

The average social media related lawsuit is \$500,000+ and lawsuits damage your reputation. Social Media nightmare stories dominate the news coverage. Also, 99% of employees own smartphones, and if your organization had previous incidents where employees were fired or disciplined, plaintiff attorneys claim the need for more in-depth expert training was obvious. You pay out big settlements and judgements.

We are just a small organization and don't use social media?

Courts don't distinguish between small and large organizations using social media and digital media. An employee from a small organization has the same viral power as a person from a large organization to send out posts and tweets that reaches millions and can damage a person's reputation world-wide. Courts totally reject the defense of unawareness of the new speech laws because you are from a small organization.

Why do we need this training when our organization's official social media pages are carefully monitored and only a select few can edit, delete, or make material changes to the content?

Here's a big myth buster. Contrarily to popular belief, you are legally responsible for all work-related content on an employee's personal devices whether they are on-duty or off-duty. This is one of the biggest misconceptions that cost both public and private organizations big legal damages and loss of reputation. Always remember courts focus on whether the content was workplace related, not whether you were using a personal or workplace device. Courts also don't care whether you were on-duty or off-duty when you sent or received the message in question.