



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 anchor's.

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 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 and the

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 lawsuits are \$500,000+ and a loss of public and client trust. Also, a determination of negligence in the private sector and "deliberate indifference" to the obvious need for more in-depth training in the public sector is based on foreseeability. With news coverage, 99% of employees owning smartphones, and if you had previous social media mistakes, plaintiff attorneys are winning big settlements and judgements proving that the need for giving employees specialized training on the new speech laws was foreseeable and obvious.

Why do we need this course, 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 power as a person from a large organization to send out a viral post that reaches millions and adversely impacts 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 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 the biggest misconception that cost both public and private organizations big legal damages and loss of reputation. Always remember courts focus on integrity and authentication of content issues, not the make of your device or where you sent and received the message in question.