

# **A False Sense Of Security**

## **7 Biggest Social Media Policy Drafting Mistakes**



- The policy has not been updated to reflect recent U.S. Supreme Court decisions that categorize employees using social media as “high risk” broadcasters.
- The policy is too generic and does not comply with the U.S. Supreme Court “operational realities” test for social media policies.
- The policy language was copied from a reputable source but was not written by a social media attorney specialist and contains hidden language gaps.
- The policy only contains minimum standards and does not comply with new federal social media drafting standards.
- The policy fails to identify and prioritize core social media law issues; this weakens the force of the policy in a legal claim.
- The policy lacks structural integrity, incorrect issue identification, and inadequate codification of emerging social media liability issues.
- The policy is not enforced with specialized social media liability training for all employees, especially on “Free Speech” issues using personal accounts.

**Social Media Policies Are Complex Documents That Require  
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[www.socialmediapolicy.info](http://www.socialmediapolicy.info)  
[mark@newsocialmedialaw.com](mailto:mark@newsocialmedialaw.com)