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WEBINAR: CAN I GET SUED FOR WHAT MY EMPLOYEES BLOG ABOUT?

March 10, 2010

JOIN US FOR THE WEBINAR ON WEDNESDAY, MARCH 10, 2010 FROM 12 - 1:30 PM.

American companies have long known that their employees' online activities can have dangerous ramifications in the workplace, even when those communications happen away from work. But what you may not know is the way in which FTC rules and copyright laws may create liability for your company based on the social networking activities of your employees. Our March 10, 2010 webinar will help HR professionals and in-house counsel understand the benefits and dangers of employee social networking and present best practices for policy development.

This webinar will cover:

- An overview of Web 2.0, the general system of information sharing now common on the web. Includes blogs, forums, social networking sites, wikis, and virtual communities
- An overview of popular social networking sites, including Twitter, LinkedIn and Facebook - how they work, and why you need to understand them
- Forms of employer liability for online postings, including defamation, invasion of privacy and harassment
- New FTC endorsement guidelines and other emerging liability issues for bloggers
- Copyright issues arising from employee communications online
- Best practices for developing social networking policies to fit the needs of your business

Presenter Profiles

Jackie Ford, a partner in the Columbus office, has extensive experience counseling employers regarding the full range of employment-related privacy issues, including those regarding social networking and other emerging media. Additionally, she handles all aspects of employment law, from policy development and training to defending Equal Employment Opportunity Commission (EEOC) charges and litigation.

Benita Kahn, a partner in the Columbus office, advises clients on privacy laws, consumer protection laws, telecommunications and information security. Over the last 10 years, she has developed an expertise to assist clients with creation of their information security programs, incident response policies, marketing programs in compliance with the various state and federal consumer protection laws, and privacy policy creation and compliance.

Jason Elvers, an associate in the Columbus office, counsels clients regarding the development, acquisition, use and protection of intellectual property including computer software, music and other creative works subject to copyright. His practice focuses particularly on computer and Internet based technologies. As such, he assists clients in understanding the unique aspects of doing business on the Internet and advises them with

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