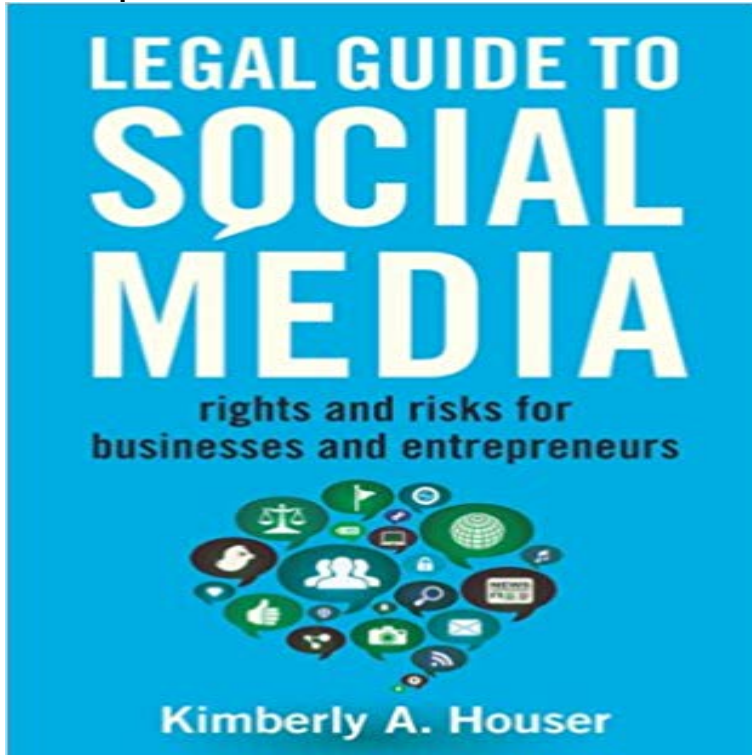


Legal Guide to Social Media: Rights and Risks for Businesses and Entrepreneurs



How should you respond to a request to remove copyrighted materials from a Facebook page? If you create a Twitter handle at work, who owns that handle when you change jobs? Can you be sued for libel if your posts are defamatory? If you've ever asked yourself these kinds of questions, this pioneering legal handbook is for you. Despite the enormous growth in social media, scant legal advice is available to help the many people who are posting online.

Easy-to-understand, comprehensive, and current, *Legal Guide to Social Media* provides the latest information on case law and statutes. It covers everything from privacy laws to copyright issues to how to respond to employers' requests for your social media passwords. This plain English legal companion offers examples of and solutions to the kinds of situations you can expect to encounter when posting online content, whether for personal enjoyment or on behalf of an employer. You'll learn how to avoid liability for defamation and third-party posts, the legalities of copying and linking to content, how to protect your own content, and much, much more. Whether you're a marketer, entrepreneur, business owner, new media manager, or simply one of the millions of social media users in the United States, this must-have guide will help you to understand and mitigate the most common legal risks inherent in social media use.

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