



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. More specifically, they are not 30-year digital media law specialists who have trained over 100,000 professionals and spend 200 hours a month monitoring social media and digital media law. Also, most in-house attorneys don't have my practical experience as a former network affiliate television anchor.

Think of it this way, when you have a heart problem you seek the experience and wisdom of a cardiologist, not a podiatrist. Like doctors, today's attorneys are specialists. 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 my type of in-depth and specialized strategies.

First, most conferences feature general or employment attorneys that only touch upon social media and digital media liability issues. They tend to discuss the general issues of social media liability and fail to give attendees the more in-depth information and strategies needed to navigate the nuances and hidden liabilities of new social media speech laws. Also, most conferences offer a panel discussion of attorneys who hold completely divergent views on how to address emerging social media liability issues; this leaves the attendees with more questions than answers.

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 don't allocate enough time to properly address the critical issues of social media liability.

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

The average social media related lawsuit is now over \$500,000 and can cause an irreversible loss of public and client trust. Additionally, courts adjudicate most social media harmful comments as intentional conduct with actual malice. This is problematic for defendants who are adjudged to cause the social media harm. There is a high probability that a jury may award punitive damages. Most insurance companies won't cover the settlements or judgments because it is violative of public policy for insurance to cover claims involving intentional conduct with actual malice. Bottom line, the defendant may be exposed to paying damages out of pocket.

Why do we need this course, we are just a small organization and don't use social media very much?

The organization may not use social media very much, but many of your employees use social media for work-related tasks on their private devices; this fact exposes your organization to social media liability risk. Also, Social Media has created an equal opportunity for all sized organizations to face big dollar negligence lawsuits. Employees from small and big organizations can reach millions and permanently destroy a person's reputation worldwide. That is why your organizational size has absolutely no bearing on a court's determination of social media liability.

Why do we need to train all employee when our organization only has a few selected people who monitor our social media pages?

As mentioned before, all employees using social media are considered broadcasters who often do work on their personal devices and private social media accounts. The days of restricting social media liability training to social media managers and in-house communications professionals are over. Courts rule that you knew or should have known that there is a high risk of an unmonitored employee weaponizing private social media accounts to permanently damage a person's reputation worldwide. Therefore, the need to give all your employees expert social media liability training is obvious.