



### **Why My Specialized Social Media Policy Shield System Is Essential**

Recent U.S. Supreme Court and EEOC decisions now classify social media as a workplace safety hazard, fundamentally raising the negligence standards governing social media training and policies. Courts have also eliminated the distinction between personal and work-related use, holding public employees and elected officials personally liable for harmful social media posts made both on and off duty.

### **Time to Address Social Media as a Workplace Safety Risk**

When social media missteps occur, plaintiff attorneys often focus on non-compliant training and policies. To mitigate risk, government entities must shift from viewing social media as a mere communication tool to recognizing it as a significant human resource liability issue requiring expert-crafted policies and training.

### **This Type Of Specialized Policy Drafting Cannot Be Done In-House**

In-house attorneys and public and private administrators agree that the new social media speech laws carry hidden risks and complexities. Lacking specialized expertise, they are unable to properly update their social media policies and training to comply with the new federal standards.

### **Affordable Pricing for All Entities**

To accommodate both small and large governmental bodies, I offer a pricing structure that encourages in-house attorneys and decision-makers to have me update their social media policy and other digital policies.

Questions? Call Now At 954-748-7698

Email: [mark@newsocialmedialaw.com](mailto:mark@newsocialmedialaw.com)

Website: [www.AvoidSocialMediaMistakes.com](http://www.AvoidSocialMediaMistakes.com)



**Purpose:** These policies, grounded in state and federal law, draw on my 33 years of expertise in public sector digital media to significantly reduce risk for both employees and employers. For maximum protection, I recommend purchasing the complete policy set. If budget constraints exist, prioritize the Primary Employee Social Media Policy Update, Citizens Social Media Policy, and Personal Use of Social Media Policy. While the primary policy covers personal use and content moderation, separate policies help counter claims of unawareness, reducing litigation risks.

**Cost:** \$997 for one *policy* and \$798 for each additional policy. If you would like to purchase all the policies, the cost is \$4,900. You can purchase one or more policies.

**Payment:** We prefer you pay for the policy program by check. If you are purchasing both the online course and policy program, you can use one check for both services.

**Registering For Policy Shield Program:** Email me your choice of policies and I will send you a service agreement. Below are the current policies included in our Multi-Shield Policy System:

1. **Updated Social Media Policy:** A critical policy aligned with new federal social media laws.
2. **Use Of Personal Devices And Private Social Media Accounts (On/Off Duty):** A detailed policy clarifying the use of employee personal devices and private social media accounts, ensuring compliance with new federal laws, and eliminating claims of unawareness.
3. **Blocking, Deleting, Disabling Comments Policy:** Essential guidelines for implementing recent U.S. Supreme Court rulings on managing online interactions.
4. **First Amendment Auditors Risk Mitigation Policy:** Strategies to minimize risks when interacting with First Amendment Auditors.
5. **Citizens' Social Media Policy:** Reduces legal exposure by educating citizens on the legalities of engaging with department-sponsored websites.
6. **Social Media Use for Investigations Policy:** Provides guidelines for responsible and lawful use of social media in surveillance and investigations.
7. **AI Policy for Employees:** Addresses the hidden legal risks of AI usage in the workplace.
8. **Social Media Policy for Elected Officials:** Custom-designed to address the unique legal considerations for elected representatives.

**Questions:** Call 954-748-7698 or email me at [mark@newsocialmedialaw.com](mailto:mark@newsocialmedialaw.com)



## Customized vs.

## Cookie-Cutter Digital Media Policies

### Experience & Specialization

**My Policy**  
Over 33 years of experience specializing in digital media policy writing.

#### **Generic Vendor Policy**

- Written by general or employment attorneys with no digital media specialization.
- Often relies on outdated, boilerplate templates.

### Policy Quality & Legal Strength

- My Policy**
- Policies reflect current federal legal standards.
  - Avoid unconstitutional and vague language.

#### **Generic Vendor Policy**

- Often uses unconstitutional, vague language.
- Only meets outdated minimum legal standards.
- Exposes employers to legal liability and financial risk.

### Customization & Relevance

- My Policy**
- Policies are customized to fit each employer's culture and operations.

#### **Generic Vendor Policy**

- One-size-fits-all approach that violates federal standards for tailored policies.

### Support & Client Services

- My Policy**
- Includes 90 days of follow-up via phone, email, and other communication after draft delivery.

#### **Generic Vendor Policy**

- No direct follow-up support.
- No phone or email consultations included.

### Cost & Value

- My Policy**
- Flat rate of \$997 for the first policy; \$798 for each additional.
  - Equivalent value would cost thousands from other professionals.

#### **Generic Vendor Policy**

- Sold as a low-cost bundle but lacks value-added services.
- Comparable expert attorneys charge \$350+ per hour, without customization.