

WACVB Techsummit 2011

Sparkloft Media Presentations

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The Downside of Social Media

Disclaimer: this is not legal advice – check with your lawyer

- Lots of brands tarnished through social media (e.g. United)
- Be prepared for being ambushed by a disgruntled customer with a Flip video camera
- Have clear guidelines on what content you will allow to be posted to your social sites
- Have a clear procedure for monitoring social sites
- Know how is handling your accounts – implement barriers to avoid accidental posts from personal accounts on business account
- Build up a database of your most loyal fans. Engage them and reward them. They will be your allies in times of need.
- Contests: know the Facebook rules, e.g. no sweepstakes etc. outside approved apps (e.g. Wildfire)
- Know the law: sweepstakes and contests have different rules. Some states (e.g. FL, NY) require bonds for certain sweepstakes.
- Be prepared that users will try to scam the system
- Creative commons: careful with rights of people in photos, esp. minors.
- Employees: you **MUST** have a social media policy for staff.

Questions?

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