MANAGING SOCIAL MEDIA RISKS
Understanding and managing the risks and challenges of social media

What is it about?..
The social web is a powerful business development tool, and marketers must learn how to get the most from social media engagement. Engagement does not come without risk. This course guides you through the maze of consumer, business and common law that could seriously derail your social strategy.

Who should attend?..
Any professional marketer who wants to develop valuable knowledge and understanding of how law shapes their social media engagement strategy. No prior legal knowledge is required or expected. Whether you are just starting or developing your Social Strategy, this will be a very valuable course.

Learning outcomes..
- Developing a legally compliant social engagement strategy
- Understanding how defamation and libel law impacts on social engagement policy development and moderation strategies
- Intellectual property rights control use of social platforms like YouTube
- Developing acceptable use policy (staff handbook) and train staff to access social networks as a work tool
- Access best practice advice from UK and around the globe on developing a social engagement policy

Benefits..
This workshop will benefit your organisation by building a confident marketing team that is better able to engage in social media because it understands real and credible threats such as libel defamation suits, fines, prosecutions and brand/reputation damage.

Course structure..
- Exploration of the relevant legislation including: the 2013 defamation and libel law, copyright laws, information law and privacy, inciting hatred, terrorism laws
- Case law and real-life examples of organisations and people failing to manage the risks
- Review and development of your own social media policy
- Developing a robust business case for your social media engagement strategy by building risk in
- The impact of regulators, ie ASA and the CAP Code on your social engagement strategy
- Integrating marketing strategy into a wider corporate governance