



ONYX
ONLINE LAW

SOCIAL MEDIA = LEGAL RISKS

@CLICK!DigitalExpo #CLICK2017 #IncredibleCLICK
#OnyxOnlineLaw #legal #business #socialmedia

This is for you if -

- You'd like to do use social media in your business without worrying about being sued
- You'd like some tips to protect your business

Who Am I & Why *LISTEN To Me?*

ONYX
ONLINE LAW

- Worked with over 1000 clients to protect their businesses
- Insider understanding on business needs after over 8 years in house
- Over 18 years experience, working with online business since 2010
- Practical, solution focused, easy to talk to
- Author of international bestseller “Cover Your Arse Online”
- LLB, LLM, GradDip LP, GAICD



Who Am I & Why *LISTEN To Me?*

ONYX
ONLINE LAW

- Worked with over 1000 clients to protect their businesses
- Insider understanding on business needs after over 8 years in house
- Over 18 years experience, working with online business since 2010
- Practical, solution focused, easy to talk to
- Author of international bestseller “Cover Your Arse Online”
- LLB, LLM, GradDip LP, GAICD



Disclaimer

This is general legal information only.

If you have very specific questions,
consider getting legal advice
appropriate to your circumstances.

Don't advise others, refer them for
legal advice.

What we're covering

1. Risks and Responsibilities
2. What your Social Media Policy should cover
3. The Importance of Staff Involvement

Have you Ever Wondered...

Can you sack someone for what they say on social media?

Can you be sued for what someone else posts on your social media pages?

Can you cop a fine for posting about an office function?

Can you get sued for copyright infringement for sharing a video?

Can you be fined for misleading conduct?

Common Problems...

- Copyright infringement
- Confidentiality & trade secrets
- Consumer Law infringement
- Defamation
- Bullying & Discrimination
- Privacy
- Sale of business

Common Problems...

- Copyright infringement
 - images, video, music

Common Problems...



- Confidentiality & trade secrets
 - existing or potential business partners
 - who owns the customer?

Common Problems...



- Consumer Law infringement
 - misleading and deceptive conduct, false testimonials

Common Problems...



- Defamation
 - like, share, repost (2 tweets @\$80,000), ignore

Common Problems...



- Bullying & Discrimination
 - staff, customers

Common Problems...



- Privacy/ cyber threats
 - staff, customers

Common Problems...

- Sale of business
 - Restrictions on transfer
 - Check value of followers

What's the Solution?

Internal

- Social Media Policy
- Staff Training

External

- Terms of Use
- Communication with customers and other business partners

What we've covered

1. Risks and Responsibilities
2. What your Social Media Policy should cover
3. The Importance of Staff Involvement

Do you need help?



Action Steps



Connect @OnyxOnlineLaw on social media to receive a social media policy checklist

Action Steps

ONYX
ONLINE LAW

advice@onyxonline.com

www.onyxonline.com

www.lawforwebsites.info



Question



ONYX
ONLINE LAW