

# WILL YOU TAKE HEAT FOR THAT TWEET? TRYING YOUR LAND USE CASES IN THE AGE OF SOCIAL MEDIA

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## YouTube

Over 1 billion unique users each month; 400 hours of video are uploaded to YouTube each minute.

## Facebook

Over 2 billion users worldwide

## Instagram

Over 1 billion active users (about 60% log in daily)

## Twitter

Approximately 1 billion registered users (300 million monthly active users).

## LinkedIn

Over 800 million users

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# ETHICAL RISKS IN SOCIAL MEDIA USE



## FUN FACTS

- 82% of all adult Americans have at least one social networking presence
- Sixteen minutes of every hour spent online is spent on Facebook
- More Facebook profiles (5) are created every second than there are people born (4.5)
- More than a billion tweets are processed every 48 hours (about 6,000 every second)
- Every 60 seconds, there are over 293,000 status updates posted on Facebook, as well as 510,000 comments and 136,000 photos posted
- 146 million “likes” are generated every hour

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- Discussing your case on social media can be a minefield. Here are some cautionary tales:
- The Philadelphia Xarelto trial and the perils of Instagram

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## Title search: Will You Take Heat for that Tweet? Trying Your Land Use Cases in the Age of Social Media

Also available as part of the eCourse

[Trying Your Land Use Cases in the Media](#)

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