Understanding Your Web Presence
#UTLawCLE

Presenters

Sandro Serra
Associate
Pillsbury Winthrop Shaw Pittman LLP

sandro.serra@pillsburylaw.com

Lawrence Mendenhall
COO and CFO
American Academy of Ophthalmology and AAO Foundation

lmendenhall@aao.org

Overview

- Understand web presence, how nonprofits are using it to advance their missions, and identify and address legal risks in this area
- ”Master class” = Interactive

Web Presence

The sum of your nonprofit’s internet presence, with the website at the center, and including social media, videos, blogs and email blasts

- Includes
  - **WHO** you are seeking to engage
  - **WHAT** content you share
  - **WHERE** your content goes
  - **HOW** frequently you update and share content
- Used by nonprofits to **ENGAGE** audiences, including for fundraising, marketing and advocacy

Managing Risk

"Some risks that are thought to be unknown, are not unknown. With some foresight and critical thought, some risks that at first glance may seem unforeseen, can in fact be foreseen. Armed with the right set of tools, procedures, knowledge and insight, light can be shed on variables that lead to risk, allowing us to manage them."

— Daniel Wagner

Legal Considerations

- Copyright and Trademark
- Privacy and Data Security
- Online Terms of Use and Privacy Policies
- Lobbying and Political Campaign Laws
- State Fundraising and Charitable Solicitation Laws
- HR and Social Media
- Insurance and Liability

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Title search: Understanding Your Web Presence

Also available as part of the eCourse
"Master Class" for Nonprofit Organizations: Understanding Your Web Presence

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37th Annual Nonprofit Organizations Institute session
"Understanding Your Web Presence"