The Business of Social Media

Corporate Counsel Institute

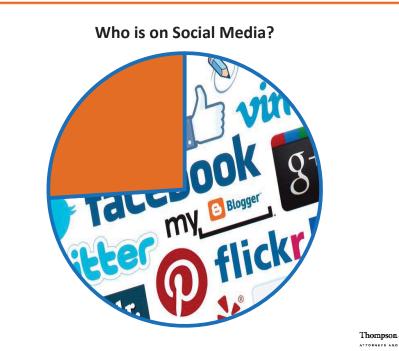
Stephen E. Stein

Thompson & Knight, LLP

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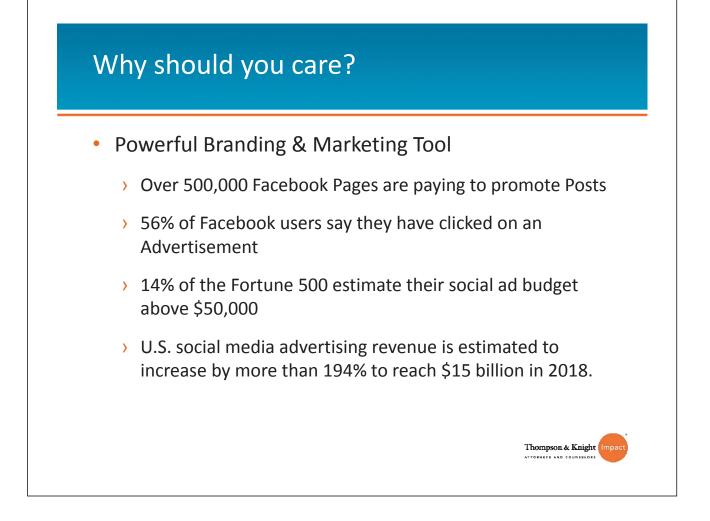
Thompson & Knight Impact

Why should you care?





	FORTUNE 500 COMPAN	NIES ON SOCIAL MEDIA
	77%	Twitter Account
	70%	Facebook Page
	69%	YouTube Channel
6 hrs · 🗞	ight named TX Powerhouse by @TXLaw360 @Law36	2015 Chambers USA Directory Ranks T&K



Pros and Cons of Social Media Presence

Pros:

- > Powerful marketing and PR tool
- > Increased brand exposure, traffic, and loyalty
- > Insight to public perception
- > Damage Control



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> Gathering Data on Consumer Preferences and Attitudes



• Cons:

- "Official" Statements that may not represent the company and may be impossible to retract/expunge
- > Real-time Complaints
- > Brand damage



 Terms of Services controlled by the applicable platform – buying and selling social media properties can be challenging



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Also available as part of the eCourse Social Media in Litigation: How to Understand It and How to Use It

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