

Social Media Risks in 2017

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Social media statistics

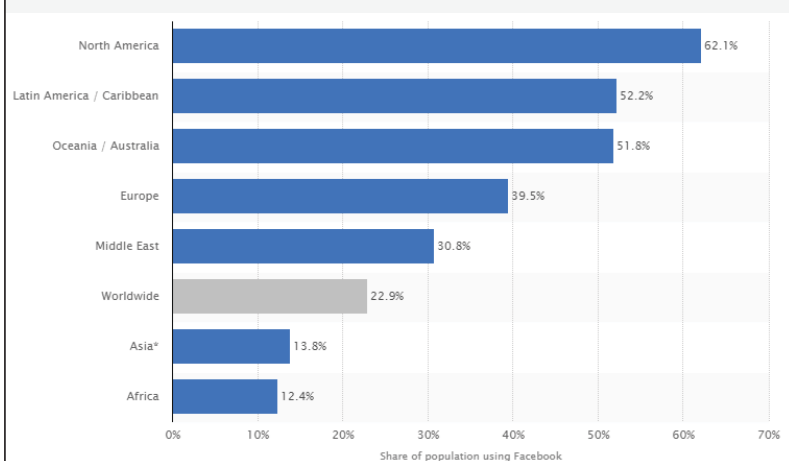
- Social media is any online tool or service which allows community interaction

22% of the world's total population uses Facebook

81% of millennials check Twitter at least once per day

75% of male Internet users are on Facebook; 83% of female users

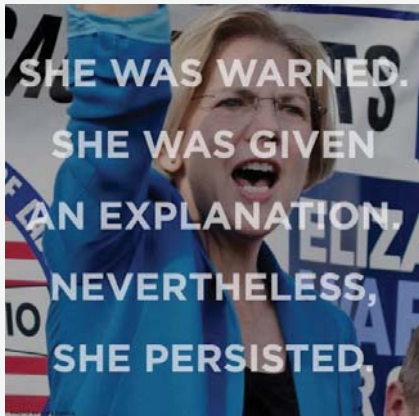
YouTube reaches more 18-34 and 18-49 year-olds than any cable network



80% of time spent on social media platforms happens on mobile

Over 400 million Snaps are shared per day; almost 9,000 every second

Social Media Has Changed How Lawyers Practice



- Image 3850



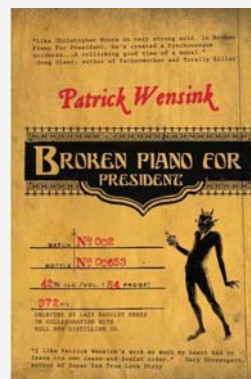
- Barbara Streisand's house
- Prior to lawsuit, downloaded 6 times (at least 2 were her attorneys)
- One month after filing, downloaded 420,000 times

Cease and Desists Have Ceased and Desisted



Jack Daniel's Sends the Most Polite Cease-and-Desist Letter Ever

21.7k
SHARES



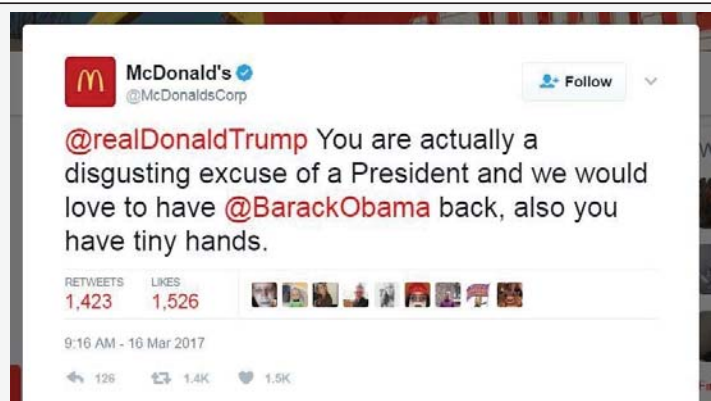
- "I like Patrick Wensink's work so much my heart had to issue its own cease-and-desist order."

Second Generation of Social Media Users

- Social media is no longer new, it's a part of the business world
- First generation were eager to learn the right way to behave; second generation may be more reluctant
- Not only should you be aware of your client/org's workforce for risks, but might be a good time to refresh policies and training



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"Social Media Risks in 2017"