



RISKS AND REWARDS:

SOCIAL MEDIA

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OVERVIEW

- SOCIAL MEDIA INTRO
- KEY LEGAL AND PRACTICAL RISKS
- MITIGATING AND MANAGING RISKS
- COMMUNICATIONS STRATEGY IN CRISIS
- Q&A





KEY LEGAL RISKS



NONPROFIT COMPLIANCE
LOBBYING/POLITICAL ACTIVITIES
FUNDRAISING



IP & PRIVACY



PROGRAM & OPERATIONAL



LOBBYING AND
POLITICAL
ACTIVITIES



MUSHY FACTS AND
CIRCUMSTANCES
TEST



501(H)
EXPENDITURE TEST



PRIVATE
FOUNDATIONS
GENERALLY
CANNOT LOBBY



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