



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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35<sup>th</sup> Annual Nonprofit Organizations Institute session  
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