



## Understanding Your Web Presence #UTLawCLE



## Presenters



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## + Overview

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- 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

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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

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*“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

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- 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

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[2020 Nonprofit Organizations eConference](#)

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37<sup>th</sup> Annual Nonprofit Organizations Institute session  
"Understanding Your Web Presence"