

FEBRUARY 2024

UT LAW | CLE

 **TEXAS Law**
The University of Texas at Austin
School of Law

MASTERCLASS: Social Media and Nonprofits

The balance and tension between marketing, legal and fundraising

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How did we get here?

- **1989 limited linear TV options: 4 main networks, 7 cable networks**
 - ABC NBC CBS PBS
- **2006 Increasing linear TV options: 6 main networks, +450 cable networks**
 - ABC NBC CBS PBS CW FOX
- **2020 Streaming, cord-cutting with over 200+ streaming platforms**

Hulu, Max, Disney + Peacock,

YouTube, Netflix, twitch, TikTok

Apple TV, Sling, Prime Video

You Tube TV, Spotify



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Nonprofits Activities on Social Media



ADS



NATIVE
CONTENT



THIRD PARTY
CONTENT/
FUNDRAISING



INFLUENCERS



PARTNER
ENGAGEMENT

3

***INDUSTRY
INSIGHT***

*What new
things are
you seeing
brands
doing
online?*

4



Social Media
– Everyone is
doing it...
What's the
worst that can
happen?

5

***“What’s the worst that can
happen if we do?”***

Sued by the FTC

Sued by a State Attorney General

Sued by a City or County official

Competitor sues for false advertising

Consumer class action filed

Trademark Infringement

All of the above

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Title search: MASTER CLASS: Social Media and Nonprofits

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[2024 Nonprofit Organizations eConference](#)

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41st Annual Nonprofit Organizations Institute session
"MASTER CLASS: Content Strategy and Nonprofits"