

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

Sara L. Hall, Chief Legal Officer, and Natalie Malone, Executive Counsel, ALSAC, the fundraising and awareness organization for St. Jude Children's Research Hospital

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1

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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



2

# 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?”***

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*Sued by the FTC*

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*Sued by a State Attorney General*

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*Sued by a City or County official*

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*Competitor sues for false advertising*

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*Consumer class action filed*

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*Trademark Infringement*

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*All of the above*

6

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Title search: MASTER CLASS: Social Media and Nonprofits

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[2024 Nonprofit Organizations eConference](#)

First appeared as part of the conference materials for the  
41<sup>st</sup> Annual Nonprofit Organizations Institute session  
"MASTER CLASS: Content Strategy and Nonprofits"