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TEXAS Law The University of Texas at Austin School of Law

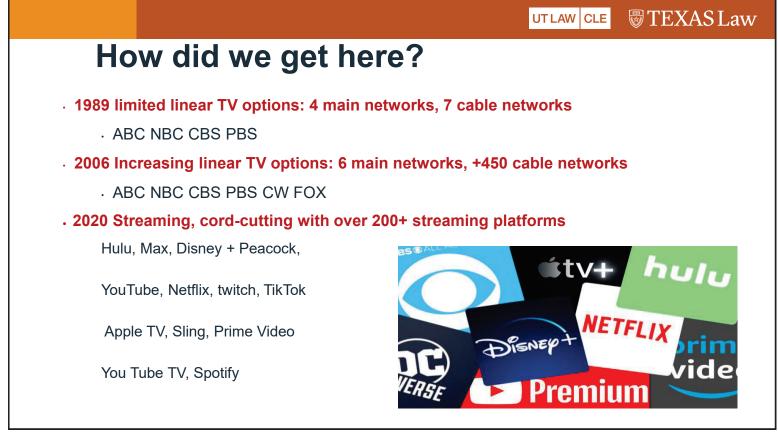
MASTERCLASS: Social Media and Nonprofits

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

Nazli Tamer, Vice President, Strategic Campaigns, BerlinRosen, a results-driven communications firm

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Nonprofits Activities on Social Media





NATIVE CONTENT



THIRD PARTY CONTENT/ FUNDRAISING



INFLUENCERS



PARTNER ENGAGEMENT

INDUSTRY INSIGHT What new things are you seeing brands doing online?



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

	UTLAW CLE TEXAS Law
<i>"What's the worst that can happen if we do?"</i>	
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

Also available as part of the eCourse 2024 Nonprofit Organizations eConference

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