Understanding Your Internet Presence
#UTLawCLE

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Overview

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- Understand internet presence, how nonprofits are using it to advance their missions, and identify and address legal risks in this area
- ''Master class'' = Interactive

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Internet Presence

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The sum of your nonprofit's presence on the internet, with the website at the center, and including apps, social media (including paid ads), videos, blogs, email blasts and online communities

- 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, advocacy and recruiting

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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

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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, Liability and Enterprise Risk

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