

Social Media Risks in 2017

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Social media statistics

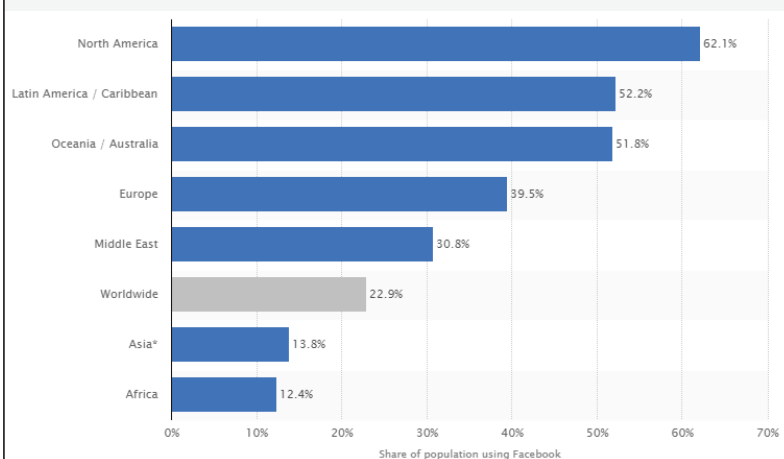
- Social media is any online tool or service which allows community interaction

22% of the world's total population uses Facebook

81% of millennials check Twitter at least once per day

75% of male Internet users are on Facebook; 83% of female users

YouTube reaches more 18-34 and 18-49 year-olds than any cable network

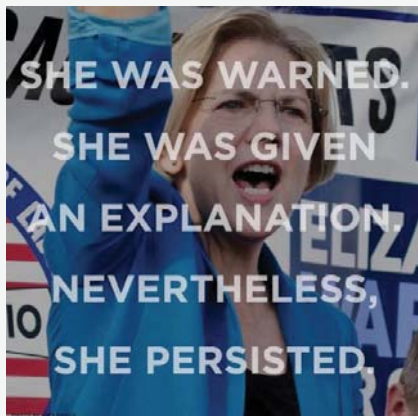


80% of time spent on social media platforms happens on mobile

Over 400 million Snaps are shared per day; almost 9,000 every second

© Statista 2016

Social Media Has Changed How Lawyers Practice

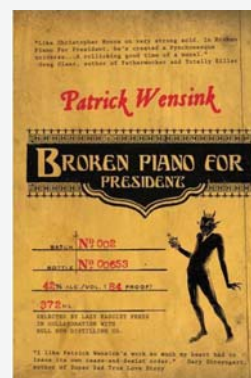


- Image 3850



- Barbara Streisand's house
- Prior to lawsuit, downloaded 6 times (at least 2 were her attorneys)
- One month after filing, downloaded 420,000 times

Cease and Desists Have Ceased and Desisted



Jack Daniel's Sends the Most Polite Cease-and-Desist Letter Ever

21.7k
SHARES

Share on Facebook Share on Twitter +

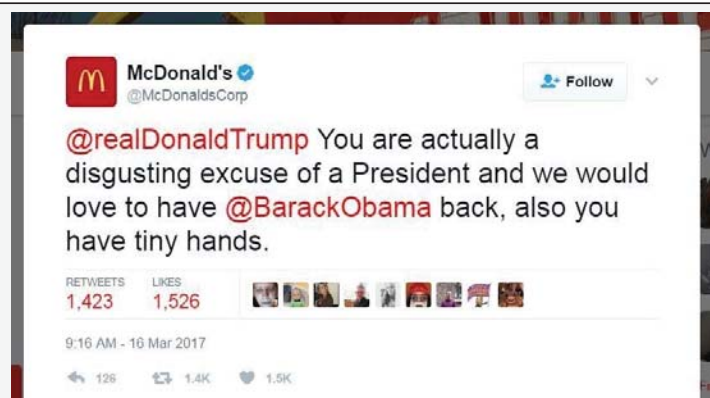
- "I like Patrick Wensink's work so much my heart had to issue its own cease-and-desist order."

Second Generation of Social Media Users

- Social media is no longer new, it's a part of the business world
- First generation were eager to learn the right way to behave; second generation may be more reluctant
- Not only should you be aware of your client/org's workforce for risks, but might be a good time to refresh policies and training



And Be Sure to Check for Authorized Apps



McDonald's Statement on Twitter Account Compromise

Based on our investigation, we have determined that our Twitter account was hacked by an external source. We took swift action to secure it, and we apologize this tweet was sent through our corporate McDonald's account.

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"Social Media Risks in 2017"