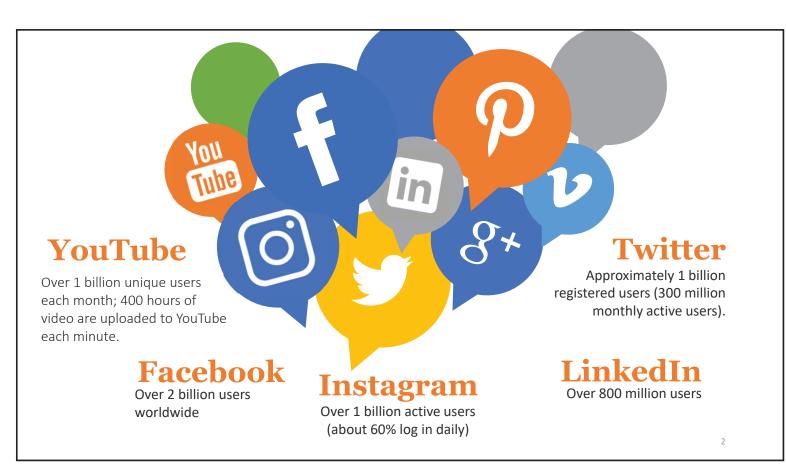
## WILL YOU TAKE HEAT FOR THAT TWEET? TRYING YOUR LAND USE CASES IN THE AGE OF SOCIAL MEDIA

John Browning Passman & Jones Dallas, Texas

UT Law 23<sup>rd</sup> Annual Land Use Conference April 25-26, 2019 Austin, Texas

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## ETHICAL RISKS IN SOCIAL MEDIA USE



## **FUN FACTS**

- 82% of all adult Americans have at least one social networking presence
- Sixteen minutes of every hour spent online is spent on Facebook
- More Facebook profiles (5) are created every second than there are people born (4.5)
- More than a billion tweets are processed every 48 hours (about 6,000 every second)
- Every 60 seconds, there are over 293,000 status updates posted on Facebook, as well as 510,000 comments and 136,000 photos posted
- 146 million "likes" are generated every hour

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- Discussing your case on social media can be a minefield. Here are some cautionary tales:
- The Philadelphia Xarelto trial and the perils of Instagram





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Title search: Will You Take Heat for that Tweet? Trying Your Land Use Cases in the Age of Social Media

Also available as part of the eCourse 2019 Land Use eConference

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