



Understanding Your Internet Presence
#UTLawCLE

1

+ Presenters



Sandro Serra

Associate

Pillsbury Winthrop Shaw Pittman
LLP

sandro.serra@pillsburylaw.com

Lawrence Mendenhall

COO, CFO and Senior Legal Advisor

American Academy of
Ophthalmology (AAO), AAO
Foundation and Truhlsen-Marmor
Museum of the Eye

lmendenhall@aao.org

2



Overview

3

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

3



Internet Presence

4

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

4

+ Managing Risk

5

“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

5

+ Legal Considerations

6

- 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

6

Find the full text of this and thousands of other resources from leading experts in dozens of legal practice areas in the [UT Law CLE eLibrary \(utcle.org/elibrary\)](https://utcle.org/elibrary)

Title search: Understanding Your Internet Presence: Opportunities for Engagement and Legal Considerations

Also available as part of the eCourse

[2023 Nonprofit Organizations eConference](#)

First appeared as part of the conference materials for the
40th Annual Nonprofit Organizations Institute session

"MASTER CLASS: Understanding Your Internet Presence: Opportunities for Engagement and Legal Considerations"