

FEBRUARY 2024

UT LAW | CLE

 **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

1

UT LAW | CLE

 **TEXAS Law**

How did we get here?

- **1989 limited linear TV options: 4 main networks, 7 cable networks**
 - ABC NBC CBS PBS
- **2006 Increasing linear TV options: 6 main networks, +450 cable networks**
 - ABC NBC CBS PBS CW FOX
- **2020 Streaming, cord-cutting with over 200+ streaming platforms**

Hulu, Max, Disney + Peacock,

YouTube, Netflix, twitch, TikTok

Apple TV, Sling, Prime Video

You Tube TV, Spotify



2

Nonprofits Activities on Social Media



ADS



NATIVE
CONTENT



THIRD PARTY
CONTENT/
FUNDRAISING



INFLUENCERS



PARTNER
ENGAGEMENT

3

**INDUSTRY
INSIGHT**

*What new
things are
you seeing
brands
doing
online?*

4



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

5

***“What’s the worst that can
happen if we do?”***

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

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: MASTER CLASS: Social Media and Nonprofits

Also available as part of the eCourse

[2024 Nonprofit Organizations eConference](#)

First appeared as part of the conference materials for the
41st Annual Nonprofit Organizations Institute session
"MASTER CLASS: Content Strategy and Nonprofits"