



**EMPLOYMENT
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Webinar Invitation



Social Media and the New Workplace: Is Your Brand and Reputation Protected?

The world of social media is rapidly expanding in both scope and utilization. Twitter reports more than 175 million registered users posting more than 95 million tweets per day; Facebook reports more than 500 million active users spending more than 700 billion minutes per month on the site; and YouTube reports more than 2 billion videos are viewed each and every day. Employers may be surprised to learn what their employees may be posting about their managers, clients or the company in general. The new world of social media presents real challenges to employers who are seeking to protect their company brand and reputation.

Experienced legal counsel from the United States and Canada will provide practical insight on how companies can prepare for and respond to these challenges:

- What are the appropriate bounds for an employee's use of social media? A review of recent developments at the National Labor Relations Board and the lessons for employers;
- Can an employer in Canada discipline or dismiss an employee for off-duty conduct that damages the reputation of the company?
- What are the expanding obligations employers have with respect to its own social media presence and the impact on customer relations?
- Who owns the social media accounts relating to a business that were established by an employee no longer with the organization? How can employers strengthen their claim to ownership of these accounts?

Wednesday,
March 8, 2017

1:00pm – 2:00pm EST
12:00pm – 1:00pm CST
11:00am – 12:00pm MST
10:00am – 11:00am PST
8:00am – 9:00am HAST

Register [here](#).

Speakers:

[Brian Wasyliv](#)

Moderator
Sherrard Kuzz
Toronto, Ontario

[Francine Esposito](#)

Day Pitney
Parsippany, New Jersey

[Jonathan Crotty](#)

Parker Poe
Charlotte, North
Carolina

[Kseniya Veretelnik](#)

Loranger Marcoux
Montréal, Québec

Who Should Attend?

The webinar is an invitation-only event exclusively for clients of ELA member law firms. The information presented will be of particular interest to:

- In-house Counsel
- Human Resources Professionals
- Corporate Executives and Business Owners

Register

Click [here](#) to register, and then click the “register” link to the right of the title. Please be sure to confirm the corresponding start time in your local time zone.

CLE/HRCI Credit

The Employment Law Alliance is not able to offer CLE/HRCI credits; however, for states that will accept it, a Certificate of Attendance will be posted with the other webinar materials immediately following the webinar for you to download as needed.

About the Employment Law Alliance

The Employment Law Alliance is the most comprehensive network of labor and employment attorneys in the world. Our members provide employment, labor, and immigration expertise in more than 120 countries around the globe, all 50 U.S. states, and all 10 Canadian provinces. They work closely together to ensure that their clients’ legal matters are handled seamlessly wherever they do business. We provide a smarter, more efficient and effective alternative to using a single multi-state or multi-national law firm. For more information about the ELA, please visit: www.employmentlawalliance.com.

Questions?

For additional information or questions about this webinar, please contact Mary Anne Creighton, ELA Member Relations, at mcreighton@employmentlawalliance.com.