



**Social Media Law for Business: A Practical Guide  
for Using Facebook, Twitter, Google +, and Blogs  
Without Stepping on Legal Land Mines: A  
Practical Guide ... Blogs Without Stepping on  
Legal Landmines**

*Glen Gilmore*

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## How to Avoid Legal Pitfalls on Social Media

Social media is where your customers are--so it's where your business has to be. Unfortunately, this space is packed with land mines that can obliterate your hard-earned success in the time it takes to click a mouse. Written in easy-to-understand, accessible language, *Social Media Law for Business* reveals your legal rights and responsibilities in the fast-moving and ever-changing social media landscape. Learn how to:

Create a social media policy for your business \* Recruit, hire, and fire through social media \* Share content without getting sued \* Blog and run contests \* Draft disclosure requirements in digital advertising

*"Glen Gilmore stands alone as the authority on social media law. **Social Media Law for Business** should become a ready reference for business leaders and digital marketers."* -- MARK SCHAEFER, bestselling author of *Return on Influence*

*"Required reading not only in the classroom, but also in the boardroom--and in any business where people care about getting social media marketing right."* -- PETER METHOT, managing director of executive education at Rutgers Business School

*"A layperson's blueprint for minimizing the legal risks of social media marketing, while maximizing the opportunities for digital marketing success."* -- AMY HOWELL, founder of Howell Marketing Strategies and coauthor of *Women in High Gear*

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