

# Social Media Law and Marketing: Fans, Followers and Online Infamy

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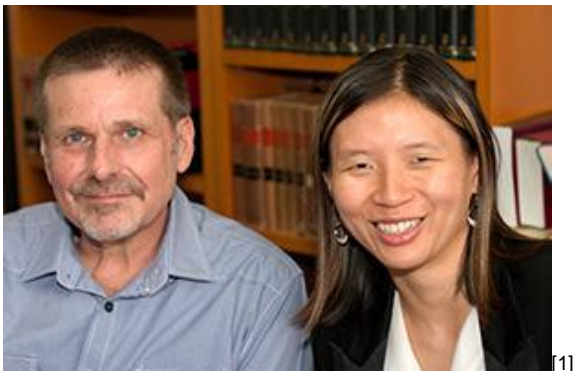
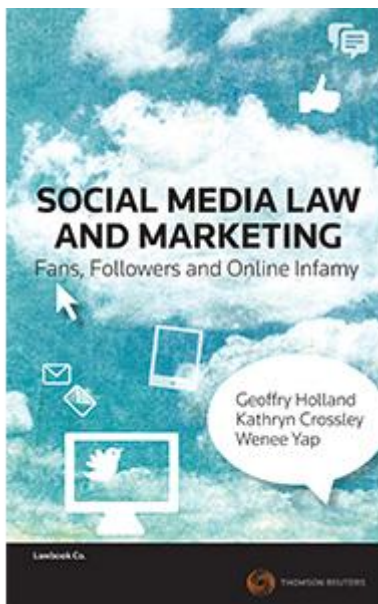


Photo of Geoffrey Holland and Wenee Yap

In summary:

- Social Media Law and Marketing: Fans, Followers and Online Infamy
- By: Geoffrey Holland, Kathryn Crossley and Wenee Yap
- Publisher: Thomson Reuters



In *Social Media Law and Marketing: Fans, Followers and Online Infamy*, authors Holland, Crossley and Yap have combined corporate social media marketing wisdom and a lay introduction to the emerging legal issues that surround communication in the digital age. The book sets out to provide a how-to guide for setting up a corporate social media presence and policy for employee behaviour online, while answering any questions the reader might have about the reputational and legal risks involved. Supporting case studies explain pitfalls and benefits. Social media terms of use are profiled with a summary of the intellectual property, privacy and marketing implications of each site. The argument for a corporate social media policy is illustrated with cases between employers and ex-employees. An entire chapter is devoted to discussing laws relating to social media, who can sue and who can be sued. The appendices help the reader with marketing and law checklists, and provide a template to help them develop their own corporate social media policy. With constant change in the social media landscape, a book like this will have a limited shelf life, but its sound framework will benefit an updated edition in the face of further legal precedents and new social networks.

**Geoffrey Holland is a lecturer in UTS's Faculty of Law as well as a Research Associate of the Communications Law Centre. Kat Crossley graduated from UTS in 2010 with a Bachelor of Laws. Wenee Yap graduated from UTS in 2009 with a Bachelor of Arts in Communication (Writing and Cultural Studies) / Bachelor of Laws and is a sessional academic in UTS's Faculty of Law.**

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