

A Brand Owner's Guide to Social Media

Lisa Pearson
Partner
Kilpatrick Townsend & Stockton LLP

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What is “Social Media”?

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“Maybe nobody goes to your Web site because it’s about you.”

What is “Social Media”?

“Brands are now becoming conversation factors where academics, celebrities, experts and key opinion formers discuss functional, emotional and, more, interestingly, social concerns.”

— Simon Clift, CMO, Unilever

Social Media

- Tremendous growth in social media.
- Over 22% of Internet time spent on social networking sites (Nielsen June 2010).
- Changing the culture, communication and branding.

Social Media Platforms

- Social and Professional Networking
- Multimedia Sharing
- Blogging
- Microblogging
- Geo-location
- Collaboration
- Live Broadcast
- Reviews
- Virtual Worlds
- Mobile Apps

Social Networks

24,503,326
people like this



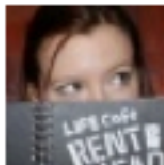
Source: <http://www.facebook.com/Starbucks>

Multimedia Sharing



Source: <http://www.youtube.com/watch?v=Ff-sB6qKNaM>

Multimedia Sharing



Tori Thompson Perry Jul 14

If there was an epic battle between you and a rabid lion, who would end up looking better after?



Source: www.facebook.com/oldspice

Blogging



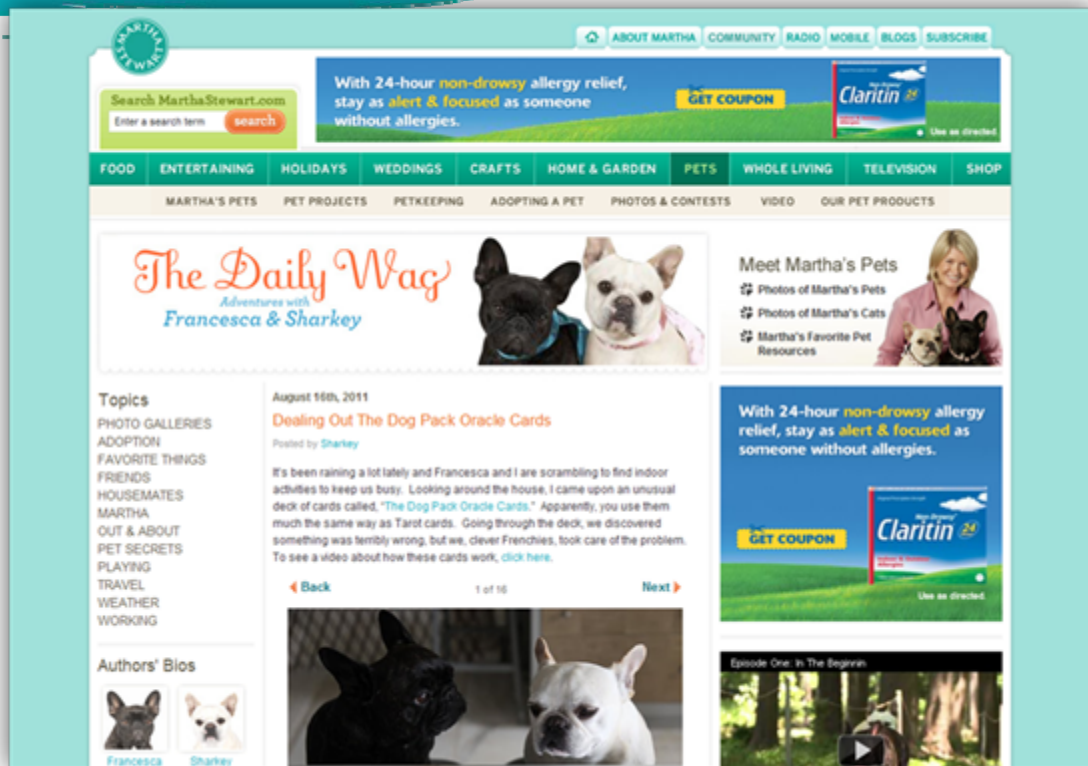
Source: <http://www.themarthablog.com>

Blogging



Source: <http://www.blogger.com/start>

Blogging



Source: <http://dailywag.marthastewart.com>

Microblogging



Source: <http://twitter.com/#!/BarackObama>

Microblogging

The screenshot shows a USA Today Washington news page. At the top, there's a navigation bar with categories like News, Sports, Life, Tech, and Travel. Below this, a featured article titled "4 Ways to Avoid Running Out of Money During Retirement" is highlighted. The main article, "Obama to connect via Twitter forum" by David Jackson, is dated 7/5/2011. It reports that President Obama will use a Twitter forum to communicate with supporters, moderated by Jack Dorsey. The article includes a photo of Obama and a quote from Macon Phillips, director of new media for the White House. To the right of the article, there's a section titled "Videos you may be interested in" featuring several video thumbnails with titles like "Famed economist predicts economic calamity in 2012" and "Low priced penny stocks can make you a fortune virtually overnight...". At the bottom of the article, there's a section for "MORE: Biden joins Obama on Twitter" and a link to "Refresh Your Kid's School".

USA TODAY | Washington

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4 Ways to Avoid Running Out of Money During Retirement
If you have a \$500,000 portfolio, download the guide by Forbes columnist Ken Fisher's firm. Even if you have something else in place, this must-read guide includes research and analysis you can use right now. Don't miss it!
[Click Here to Download Your Guide!](#) **FISHER INVESTMENTS™**

Obama to connect via Twitter forum
By David Jackson, USA TODAY | Updated 7/5/2011 9:58 PM | 249 | 0 | 0 | Share | Reprints & Permissions

WASHINGTON — No, President Obama won't be restricted to 140-character answers at today's Twitter forum. In fact, Obama can speak for as long as he wants as he fields questions from Twitter users during the event at 2 p.m. today at the White House.

 The event is supposed to be devoted to jobs and the economy, through tweets to the hashtag #AskObama cover issues ranging from Afghanistan and education to the quality of school lunches and whether to legalize marijuana.

The goal is "to try and find new opportunities to connect with Americans throughout the country," said Macon Phillips, director of new media for the White House. "The focus is to bring in a lot of new perspectives."

Jack Dorsey, the founder and executive chairman of Twitter, will moderate the event, condensing thousands of tweets into specific, individual questions.

MORE: Biden joins Obama on Twitter

The town-hall-style forum is only the latest foray into social media from a White House that has long cultivated a presence on Twitter, Facebook and YouTube.

In previous months, Obama has conducted similar

President Obama uses his BlackBerry to communicate with supporters.

Ads by Google

Refresh Your Kid's School
Send Your Kid Back to a Refreshed School Playground from Sprinklr.
[MyCoreFavorites.com Site](#)
[Omni - Official Website](#)
Add Your News to One Place. Sign Up Today & Read The News You Love.

Ads by AcBride™

 Famed economist predicts economic calamity in 2012. See the evidence.

 Low priced penny stocks can make you a fortune virtually overnight...

 Georgia: Is it a scam? We investigated a work at home story and what we found may shock you!

 If you live in Georgia - you need to learn about this loophole to get insurance for \$9!

 Lithonia - Forgotten' trick

Source: http://www.usatoday.com/news/washington/2011-07-05-obama-twitter-town-hall_n.htm

Geo-Location



Source: <https://foursquare.com>

Live Broadcast

The screenshot shows the Ustream website interface. At the top, a navigation bar includes the Ustream logo, a search bar, and links for 'Login | Sign Up' and 'Go Live!'. Below the navigation bar, there's a banner for 'ACUVUE 1-DAY Chats | Sterling Knight' with a 'Join Crowd' button. The main content area features a large video player showing a promotional image for Sterling Knight with the text 'LIVE Q&A WITH STERLING KNIGHT' and 'TUNE IN 9/15 AT 7PM EST'. To the right of the video player, there's a sidebar with a list of users and their watch times, including 'Allyson Felix 8/15', 'Joe Jonas 8/26', 'Meaghan Martin 8/30', and 'Sterling Knight LIVE Q&A 9/15'. Below the video player, there's a section for 'Channel Info' showing 'ACUVUE® 1-DAY Chats | Sterling Knight' with '29,630 Live Views' and '232 In Crowd'. The bottom of the page features a footer with social media links and a 'Go Live!' button.

Source: <http://www.ustream.tv/>

Reviews

The screenshot displays the Yelp interface for the Hotel del Coronado. The header includes the Yelp logo, a search bar, and navigation links. The main content area shows the hotel's name, address, and a review section. Two reviews are visible, each with a star rating, date, reviewer name, and text. The bottom of the page features a 'Deals Nearby' section and a footer with contact information.

Yelp
Real people. Real reviews.®

Search for (e.g. taco, cheap dinner, Max's)

Welcome About Me Write a Review **Find Reviews** Invite Friends

Hotel del Coronado
★★★★☆ 245 reviews Rating Details

Categories: Hotels, Venues & Event Spaces [tag]

1501 Orange Ave
(between Adella Ave & Glorietta Blvd)
Coronado, CA 92118
Neighborhood: Coronado

(619) 435-6611
www.hoteldel.com

Check-in: 09/02/2011 Check-out: 09/04/2011 Rooms: 1 Guests: 2
Check Rates

Price Range: \$\$\$ Accepts Credit Cards: Yes Wi-Fi: Free
[tag] Edit Business Info [tag] First to Review [tag] Conspicuous C.

Deals Nearby More »
\$75 for \$125 Certificate
Ruby Firinne Photography
Coronado, CA

Reviews:

Suzanne M. 8/30/2011
★★★★★
Beautiful! A little pricey but honestly there's nothing like it. The concierge was very eager to help us find activities around the island like the new theatre, Ferry Landing's farmer's market, learning to stand up paddle with SUP Coronado, or enjoying delicious local beer at Tent City. My family & I can't wait to go back to the Hotel Del Coronado to experience the best of Coronado Island all over again.

Was this review ...? Useful Funny Cool
Bookmark Send to a Friend Link to This Review Add owner comment

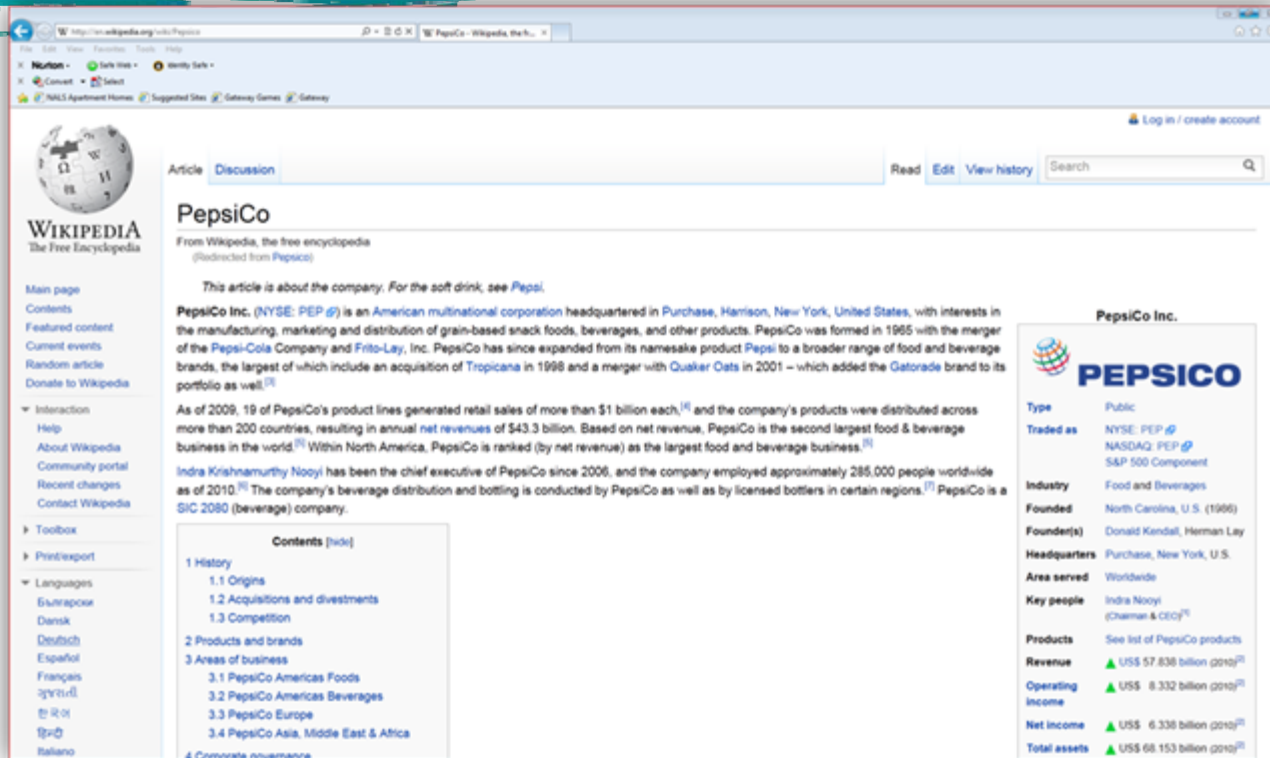
Meg F. 8/28/2011
★★★★★
What a treat!!! Americana at it's finest!!

Was this review ...? Useful Funny Cool
Bookmark Send to a Friend Link to This Review Add owner comment

Send to Friend Bookmark Send to Phone Write a Review

Source: <http://www.yelp.com/biz/hotel-del-coronado-coronado>

Collaboration



The screenshot shows the Wikipedia page for PepsiCo. The page is titled "PepsiCo" and is a redirect from "Pepaco". The article text describes PepsiCo as an American multinational corporation headquartered in Purchase, New York, United States, with interests in the manufacturing, marketing and distribution of grain-based snack foods, beverages, and other products. It mentions the merger of the Pepsi-Cola Company and Frito-Lay, Inc. in 1965, and the acquisition of Tropicana in 1998 and Quaker Oats in 2001. The article also mentions that as of 2009, 19 of PepsiCo's product lines generated retail sales of more than \$1 billion each, and the company's products were distributed across more than 200 countries, resulting in annual net revenues of \$43.3 billion. Based on net revenue, PepsiCo is the second largest food & beverage business in the world. Within North America, PepsiCo is ranked (by net revenue) as the largest food and beverage business. Indra Krishnamurthy Nooyi has been the chief executive of PepsiCo since 2006, and the company employed approximately 285,000 people worldwide as of 2010. The company's beverage distribution and bottling is conducted by PepsiCo as well as by licensed bottlers in certain regions. PepsiCo is a SIC 2080 (beverage) company.

The sidebar on the right contains a table of information about PepsiCo Inc.:

PepsiCo Inc.	
Type	Public
Traded as	NYSE: PEP  NASDAQ: PEP  SAP 500 Component
Industry	Food and Beverages
Founded	North Carolina, U.S. (1986)
Founder(s)	Donald Kendall, Herman Lay
Headquarters	Purchase, New York, U.S.
Area served	Worldwide
Key people	Indra Nooyi (Chairman & CEO)
Products	See list of PepsiCo products
Revenue	▲ US\$ 57.838 billion (2010) ^[1]
Operating income	▲ US\$ 8.332 billion (2010) ^[2]
Net income	▲ US\$ 6.338 billion (2010) ^[3]
Total assets	▲ US\$ 68.153 billion (2010) ^[4]

Source: <http://en.wikipedia.org/wiki/PepsiCo>

Collaboration

The 19-year-old Gomez, who plans to release her scent in 2012 with Adrenalina Inc., has chosen a unique way to develop it. Her fans will be invited to log on to selenagomezperfumes.com later this fall to vote on accords and ingredients they prefer for the fragrance.

WWD WEDNESDAY, AUGUST 24, 2011 11
WWD.COM

BEAUTY BEAT

Gomez Enlists Fans' Help for Scent

By JULIE NAUGHTON

THE CELEBRITY fragrance game is about to get a new player: actress-singer Selena Gomez.

The 19-year-old Gomez, who plans to release her scent in 2012 with Adrenalina Inc., has chosen a unique way to develop it. Her fans will be invited to log on to selenagomezperfumes.com later this fall to vote on accords and ingredients they prefer for the fragrance. The most popular notes will be incorporated into the finished scent. The first 50,000 participants will receive a free sample of the fragrance and will be entered into a drawing to win a tour of the fragrance lab with Gomez. Gomez's camp said Tuesday that the development process is intended to create a stronger connection with her fans.



PHOTO BY DANIEL BOZANSKI/GETTY IMAGES

Adrenalina will manufacture and distribute the to-be-named scent worldwide, said Ilia Lekach, chairman of Adrenalina.

"I am excited to make my own fragrance that is romantic, rich and sweet — I wanted to make a fragrance that is able to make my fans feel special," noted the actress.

Gomez also fronts a line of apparel, shoes and accessories called Dream Out Loud, which is distributed by Kmart.

The actress stars as Alex Russo on Disney Channel's "Wizards of Waverly Place," which has won two Emmys for Outstanding Children's Program. Gomez also appeared this summer in the film "Monte Carlo," opposite Leighton Meester.

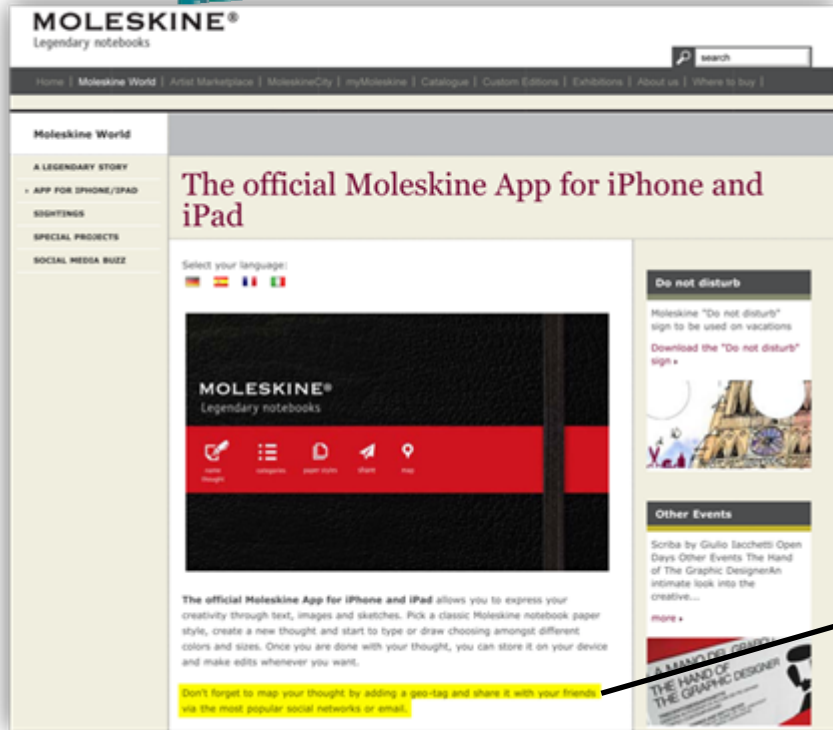
Gomez is currently on a national tour promoting her third album, "When the Sun Goes Down."

Apps



Source: http://www.flickyourbic.com/concertLighter_download.cfm

Apps



Don't forget to map your thought by adding a geo-tag and share it with your friends via the most popular social networks or email.

Source: http://www.moleskine.com/moleskine_world/moleskine_app/moleskine_iphone_app_sign-up.php

Does Your Company Have a Social Media Policy?

When two [Domino's Pizza](#) employees filmed a prank in the restaurant's kitchen, they decided to post it online. In a few days, thanks to the power of social media, they ended up with felony charges, more than a million disgusted viewers, and a major company facing a public relations crisis.

The New York Times

Video Prank at Domino's Taints Brand



Online comments helped the police identify Kristy Harbom and Michael Sator as the makers of a troubling kitchen video.

By STEPHEN L. CLIFFORD
Published April 15, 2009

When two Domino's Pizza employees filmed a prank in the restaurant's kitchen, they decided to post it online. In a few days, thanks to the power of social media, they ended up with felony charges, more than a million disgusted viewers, and a major company facing a public relations crisis.

In videos posted on [YouTube](#) and elsewhere this week, a Domino's employee in Conover, N.C., prepared sandwiches for delivery while putting cheese up his nose, nasal mucus on the sandwiches, and violating other health-code standards while a fellow employee provided narration.

The two were charged with delivering prohibited foods.

By Wednesday afternoon, the video had been viewed more than a million times on YouTube. References to it were in five of the 12 results on the first page of Google search for "Domino's," and discussions about Domino's had spread throughout Twitter.

TWITTER

SHOW IN TO E-MAIL

PRINT

REPRINTS

SHARE



Does Your Company Have a Social Media Policy?

With social media giving everyone a voice, it is important for employees to understand their employer's position regarding employee interaction with social media and related legal issues.

Social Media Policy Can Run The Gamut From Restrictive to Permissive?

- Research the contexts in which employees communicate about the company online and tailor policy accordingly.
- Communicate company priorities and policies in coherent, consistent manner that abides by the corporate culture and protects company intellectual property and reputation.
- Useful compendium of social medial policies:
<http://socialmediagovernance.com/policies.php>

Social Media Policy Checklist

- ✓ Be truthful in any discussions when speaking in “employee” capacity
- ✓ Do not speak on behalf of the company
- ✓ Disclose to the company instances when you specifically mentioned the company in a blog post or comment
- ✓ Ensure no confidential information is disclosed
- ✓ Speak respectfully about competitors, contractors, customers, and partners
- ✓ Do not argue with those derogatory of the brand, but instead direct them to appropriate company personnel
- ✓ Never write anything you would not want to see in a newspaper headline
- ✓ Consider disclaimer as to whether the employee speaks in individual or corporate capacity

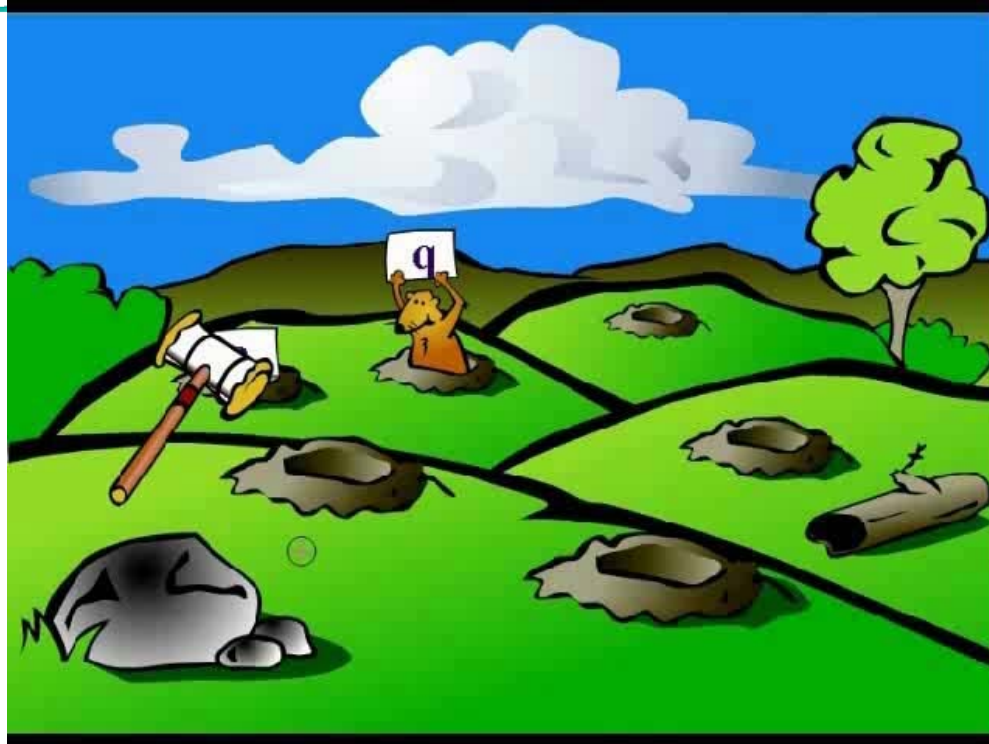
Social Media Disaster Preparedness

- Have an emergency response team in place to respond quickly to PR fiascos.
- “Put out social media fires with social media water.”



Source: <http://channel.nationalgeographic.com/series/factory-floor/3366/Overview>

Is Your Company Implementing a Social Media Enforcement Strategy?



Source: <http://www.playkidsgames.com/games/wam/wam.htm>

Factors to Consider

- Who posted the content?
- What result are you seeking and why?
- Is the use damaging to your business/IP?
- Is the use a violation of the terms of service of the site?
- Is the use a violation of law?
- Is a claim consistent with a free, open conversation about the brand?

Most Promising Legal Theories Against Direct Infringers in U.S.

- Trademark Infringement
- Trademark Dilution
- False Advertising
- Copyright Infringement
- Anti-Cybersquatting

Most Promising Defenses Available to Direct Infringers in U.S.

- First Amendment of the U.S. Constitution
- Fair Use
- Attacking the Validity of Intellectual Property
- Disclaimers

Most Promising Theories Against Hosts of Infringing Content in the U.S.

“One infringes contributorily by intentionally inducing or encouraging direct infringement and infringes vicariously by profiting from direct infringement while declining to exercise a right to stop or limit it”

- U.S. Supreme Court in MGM v. Grokster, 545 U.S. 913 (2005) (emphasis added).

Contributory Copyright Infringement

- Owner of social networking web site is publisher entitled protection under Digital Copyright Millennium Act (“DMCA”).
- Designate agent with U.S. Copyright Office.
- No participation in development of content.
- No direct financial benefit.
- Clear, readily accessible complaint and take-down information.
- Prompt take-down.

Contributory Trademark Infringement

- Secondary liability not imposed based on “generalized” knowledge of infringing activity (e.g., offers of counterfeits).
- Specific knowledge of the infringing activity is required.
- Brand owners are responsible for monitoring sites and providing notice of specific instances of infringement.
- Notification of specific infringement triggers duty to investigate and act.
 - Second Circuit in Tiffany (NJ) Inc. v. eBay Inc., 600 F.3d 93 (2d Cir.), cert. denied, 131 S.Ct. 647 (2010).

Terms of Use/Service

The Twitter Rules

Our goal is to provide a service that allows you to discover and receive content from sources that interest you as well as to share your content with others. We respect the ownership of the content that users share and each user is responsible for the content he or she provides. Because of these principles, we do not actively monitor user's content and will not censor user content, except in limited circumstances described below.

Content Boundaries and Use of Twitter

In order to provide the Twitter service and the ability to communicate and stay connected with others, there are some limitations on the type of content that can be published with Twitter. These limitations comply with legal requirements and make Twitter a better experience for all. We may need to change these rules from time to time and reserve the right to do so. Please check back here to see the latest.

***Impersonation:** You may not impersonate others through the Twitter service in a manner that does or is intended to mislead, confuse, or deceive others.

***Trademark:** We reserve the right to reclaim user names on behalf of businesses or individuals that hold legal claim or trademark on those user names. Accounts using business names and/or logos to mislead others will be permanently suspended.

***Privacy:** You may not publish or post other people's private and confidential information, such as credit card numbers, Social Security/National Identity numbers, without their express authorization and permission.

***Violence and Threats:** You may not publish or post direct, specific threats of violence against others.

***Copyright:** We will respond to clear and complete notices of alleged copyright infringement. Our copyright process is available at [https://help.twitter.com/en/rules-and-policies/copyright-notice](#).

***Unlawful Use:** You may not use our service for any unlawful purposes or for promotion of illegal activities. International users agree to comply with all local laws regarding online conduct and acceptable content.

***Verified accounts:** You may not use the Verified Account badge unless it is provided by Twitter. Accounts using the badge as part of profile pictures, background images, or in any way implying false verification will be permanently suspended.

“You may not use our service for any unlawful purposes...”

Reporting Infringement to Twitter

The image displays two screenshots of the Twitter Help Center forms, separated by a wavy line. Both forms have a blue header with the 'twitter help center' logo, a search bar, and links for 'English', 'Sign in', and 'Check your tickets'.

Top Screenshot: Trademark Issue

Dear Twitter, I'm reporting a trademark issue.
Please fill out all the fields below so we can review your report.

Tell us about yourself

- ☒ I am the trademark holder or authorized representative.
- ☐ I am the trademark holder or authorized representative AND I want the username.
- ☐ I would like to report misuse of someone else's trademark.

Not what you need help with? [Choose another topic.](#)

Bottom Screenshot: Copyright Infringement

Dear Twitter, I am reporting copyright infringement.
Please fill out all the fields below so we can review your report.

Tell us about yourself

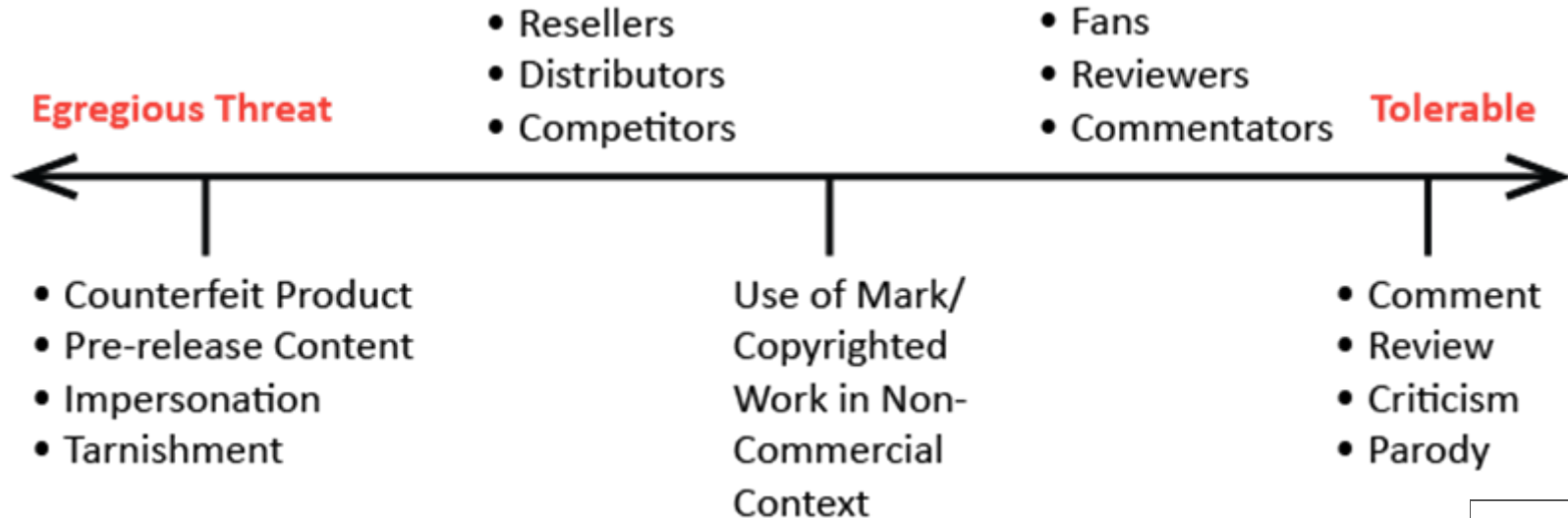
- ☒ I am the copyright owner.
- ☐ I am an authorized representative of the copyright owner.
- ☐ None of the above.

Not what you need help with? [Choose another topic.](#)

Source: www.twitter.com/forms/trademark; www.twitter.com/forms/dmca

Prioritizing Social Media Enforcement Efforts

Spectrum of Uses



An Ounce of Prevention

- Review terms of use of third-party sites before posting company pages, and monitor for changes.
 - E.g., Facebook and Twitter terms of use state that the poster maintains ownership rights to the content, but include broad license rights for Facebook or Twitter to use the posted content.
 - Terms of use can change without notice.

An Ounce of Prevention

- When posting copyrightable content like product images or handbooks, consider whether the company should file a U.S. copyright registration for that content prior to posting.
- Display appropriate copyright and trademark notices on digital content.
- Post trademark and copyright terms of use.

An Ounce of Prevention

- Consider digital fingerprints or watermarks on images so that third parties understand that they cannot simply copy and paste those images for their own purposes.
- Provide a licensing procedure.
- Secure user names early (and often, in advance of new launches).

An Ounce of Prevention

The screenshot shows the namechk.com website interface. At the top, there is a search bar with the text "Google" and a search button. Below the search bar, there are links for "Show All (159)", "Sort by Name", and "Export". The main content area displays a grid of 48 items, each representing a different website or social media platform. Each item shows the platform's logo, the username "Google", and its availability status. Items marked as "available" have a green checkmark, while items marked as "taken" have a red X. The platforms listed include Blogger, Facebook, YouTube, eBay, WordPress, Twitter, MySpace, Flickr, LinkedIn, Photobucket, Tumblr, Hulu, Vimeo, Cafemom, DailyMotion, Squadoo, Etsy, Disqus, LiveJournal, Fanpop, epinions, Twitpic, yfrog, Digg, Instructables, Good Reads, StumbleUpon, UStream, Kongregate, Buzznet, Gather, Kaboodle, reddit, delicious, slideshare, foursquare, Bit.ly, blip.tv, VodPod, Xanga, Viddler, Netlog, Fotolog, Current, behance.net, bebo, Steam, Technorati, iLike, About.me, DailyBooth, Soup.io, Families.com, Tripit, FriendFeed, netvibes, Qik, Aviary, BlinkList, Blip.fm, Flavors.me, Gogobot, Dribbble, Plancast, identica, Food Spotting, Wefollow, Picasa, brightkite, blippy, claimid, blippr, and others.

namechk

Google

Show All (159) Sort by Name Export

Check to see if your desired username or vanity url is still available at dozens of popular Social Networking and Social Bookmarking websites. Promote your brand consistently by registering a username that is still available on the majority of the most popular sites. Find the best username with namechk.

Blog About Us

Blogger taken

Facebook

YouTube taken

eBay

WordPress

twitter

MySpace available

Flickr

LinkedIn

photobucket available

tumblr

Hulu taken

Vimeo

cm cafemom taken

DailyMotion

Squadoo

Etsy taken

Disqus

LiveJournal taken

Fanpop

epinions

Twitpic taken

yfrog taken

Digg

Instructables

Good Reads taken

StumbleUpon

UStream

Kongregate

Buzznet

Gather

Kaboodle

reddit taken

delicious

slideshare taken

foursquare available

Bit.ly available

blip.tv taken

VodPod

Xanga taken

Viddler taken

Netlog

Fotolog

Current

behance.net

bebo

Steam taken

Technorati taken

iLike

About.me

DailyBooth

Soup.io

Families.com

Tripit

FriendFeed taken

netvibes taken

Qik

Aviary taken

BlinkList available

Blip.fm

Flavors.me

Gogobot available

Dribbble

Plancast

identica

Food Spotting

Wefollow

Picasa available

brightkite taken

blippy available

claimid

blippr

Source: <http://namechk.com>

Is Your Company Hosting Social Media?



Don't panic.

Safe Harbors for Hosting User-Generated/Third Party Content in U.S.

- **DMCA** (Digital Millennium Copyright Act) can protect against copyright infringement liability.
- **Notice and takedown procedure** can also protect against trademark liability.
- **CDA** (Communications Decency Act) can protect against other tort liability.

Safe Harbors for Hosting User-Generated/Third Party Content in U.S.

- Terms of Service/Use can provide additional protection.
 - Consider click-through agreement.
 - Secure appropriate licenses and releases for user generated content.
 - Prohibit unlawful activity.
 - Provide notice and take-down procedures.
 - Reserve all necessary rights.
 - Choice of law and forum.

Issues to Spot

- Applicable law
- Brand Owner Generated Content (and Editing)
- Privacy Concerns
- Endorsements and Testimonials
- Contests
- Industry Specific Requirements
- Employment/Fair Housing Issues

“The Thinking Man’s Social Media Site”

The screenshot shows the TED website interface. At the top, the TED logo is followed by the tagline "Ideas worth spreading". Navigation links for Talks, Speakers, Themes, and Translations are on the left. A grid of links for TED Conferences, TEDx Events, TED Prize, TED Fellows, TED Conversations, TED Community, TED Blog, and TED Initiatives is on the right. A search bar is located below the grid. The main content area features the title "TALKS | BEST OF THE WEB" and the talk title "Gel: Gotta share!". Below the title is a video player showing a presentation slide with the "GEL 2011" logo and the text "Social CRM White Paper". To the right of the video player, there is a description of the "Best of the Web" series and a "Watch on YouTube" link. Below the video player, there are social media sharing options (Twitter, Facebook, etc.) and a link to the talk. To the right of the main content area, there is a section for "ABOUT THE SPEAKER" and "ABOUT THIS TALK", followed by a "WHAT TO WATCH NEXT" section with recommendations for other talks.

Talks | BEST OF THE WEB

Gel: Gotta share!

Gel Conference. Filmed Apr 2011; Posted May 2011

Best of the Web

"Best of the Web" curates inspired talks and video from around the web. Enjoy, rate and comment!

Watch on YouTube >>

183,467 Views

ABOUT THE SPEAKER

ABOUT THIS TALK

At the onstage introduction of Twir, a new social-sharing platform, someone forgets to silence their cell phone. And then ... this happens. (Song by Scott Brown and Anthony King; edit by Nathan Russell.)

WHAT TO WATCH NEXT

Evan Williams on listening to Twitter users
08:00 Posted: Feb 2009
Views 376,128 | Comments 94

Rives controls the Internet
04:07 Posted: Dec 2006
Views 324,924 | Comments 61

Source: http://www.ted.com/talks/gel_gotta_share.html



Source: http://www.ted.com/talks/gel_gotta_share.html

Conclusion

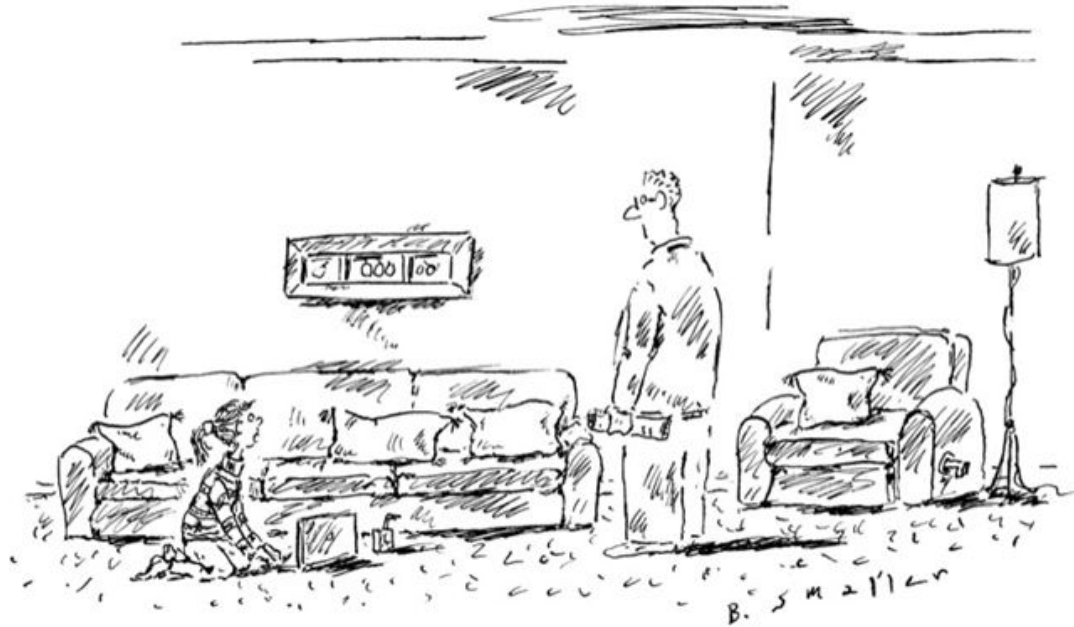
“Mobile and social innovation is so torrid right now. You can’t move forward at a trot, because the industry is moving at a gallop. If you move ahead at a steady pace, you will fall behind.”

- Scott Galloway, New York University Marketing Professor



Sources: <http://www.wwd.com/media-news/digital/departments-stores-and-m-commerce-leading-the-social-media-way-5084820>;
<http://l2thinktank.com/research/reports/>

Conclusion



"I'm not wasting my life online—I'm building my brand."

Thank you for the opportunity
to speak with you in person.

Lisa Pearson, Partner
Kilpatrick Townsend & Stockton LLP
31 West 52nd Street, 14th Floor
New York, NY, USA, 10019
t 212 775 8725
f 212 775 8800