

[Now What Did Facebook Do to the Internet? The Invalidation of the US Safe Harbor Agreement](#)

[ELR Article- Mark Damiano](#)

[White Paper: Mitigating the Business Risks of Social Media](#)

Social media is rapidly emerging as an effective means for businesses to engage their customers. Through the use of social media, customers can be made to feel and behave like part of a company's brand and culture. The benefits of this viral marketing may directly impact a company's bottom line. However, there are potential pitfalls that may arise out of the use of corporate social media.

[Long Island Business News: Activity spike may have caused temporary opt out Facebook bans](#)

April 20, 2016

[Newsday: Rubell: Google's compiling a file on you](#)

March 12, 2012

At the beginning of the month, Google implemented a new “privacy” policy that dramatically decreased your privacy while significantly increasing what the search engine giant knows about you. This sweeping act has demolished the thin protective wall previously offered by individual privacy policies.

[Social Media at Work Raises Issues of Account Ownership](#)

By Pedram Tabibi and Michael H. Masri

The continuing growth and business integration of social media platforms such as Facebook, Twitter, LinkedIn and Google+ signifies that social media is entering all aspects of everyday life. Businesses, for one, increasingly rely on social media to promote their brand, advertise products, and connect with clients and potential clients. In fact, 2012 will mark the first time that online advertising spending will surpass print advertising spending in total dollars.

At the same time, individuals are increasingly registering social media accounts—Facebook alone has over 800 million active users. Individuals also increasingly access these social media accounts while at work. Forty-eight percent of firms say that all employees are permitted to access social networking sites at work for non-business use. The line between online work and personal life—and the content each generates—is increasingly blurring. Employees spend time on social media platforms at work while also promoting themselves and their companies via social media. As a result, questions inevitably arise as to who exactly is building a brand, what the brand is, and who owns any customers....
