The Social Media Revolution: A Legal Handbook
Table of Contents

Preface vi
Introduction 1
Issues for Companies that Operate Websites 3
  Copyright 3
    Viacom v. YouTube: Testing the Limits of the DMCA’s Safe Harbor 4
    Website Operators versus Users: Who Owns the Copyright? 5
  Trademark 5
    Recommendations to Reduce Risk 8
  Defamation: Risks for Website Operators 8
    The Old Approach: Website Operators Faced Greater Risk of Liability 9
    Website Operators Are Now Freer to Edit Defamatory User Content 10
    Recommendations to Reduce Risk 12
  Privacy 12
    Recommendations to Reduce Risk 14
Issues for Employers 17
  Social Networking in Employment Decisions 17
    Recommendations to Reduce Risk 21
  Monitoring Social Networking Information During the Term of Employment 21
  What Can an Employer Do Once the Employment Term Ends? 27
    Recommendations to Reduce Risk 28