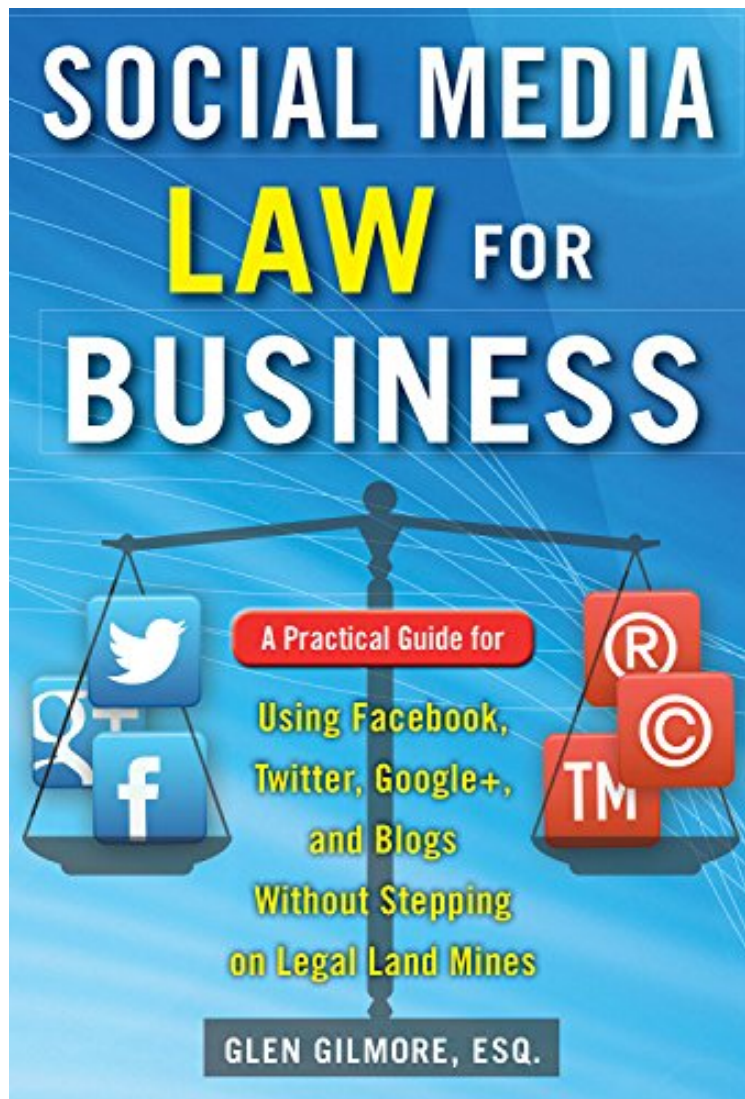


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1 of 1 people found the following review helpful. Read before you tweet!By Anne Deeter GallaherAs a business owner, I learned early in my career to surround myself with wise people who know what I don't know--understanding legal land mines tops that list! Glen Gilmore's highly researched and born-from-experience book is a powerful prescription for doing business in a world where a 140-character tweet can land your company in court. No one is immune to the business pitfalls of social media. The good news is that "Social Media Law for Business" is the perfect education on the subject.I have known Glen for almost 5 years and have been privileged to partner with him on many business projects. Glen combines the strengths and experiences of U.S. military service, public office service, private enterprise, crisis PR and strategic communications, marketing, and his law practice into a practical guide for every corporation and business. The information on FTC guidelines and what marketing firms need to know, and what companies need to know about their marketing firms should be required reading for every student of business. In every chapter, Glen uncomplicates the challenges we face (and there's a lot!) and helps to reveal the unintended consequences of tweeting/posting/videoing without an awareness of the legal principles governing social media. This is a must-read for HR, marketing, legal, and corporate communications departments. Follow @GlenGilmore on Twitter for more guidance and digital leadership.1 of 1 people found the following review helpful. Critically valuable info; a must-have referenceBy JD BarryDespite the depth of the topic, Gilmore's book is a fast read, with a nice set of case studies. It offers practical guidance on a wide range of topics from someone who is not only a lawyer, but also a marketer.The book really is a "must read" for anyone using social media for business and marketing.The book includes some helpful checklists I'll be reviewing more than once! Highly recommend!0 of 0 people found the following review helpful. Regardless of who you are you probably will be disappointed with this book.By Jeff LippincottJust OK. Nothing special. I pulled this book off my public library's shelf in the new publications section. Surprising since it has a copyright date of December 10th, 2014, and today's date as I write this review is March 26, 2016. Apparently the book is not all that popular because there are only four reviews posted on , three of which predate the publication date. Were they professional reviewers given advance copies of the book? And the one other review is written by someone a few days after the publication date and she claims to have known the author for 5 years.The reason I gave this book a middle-rating is because it didn't do much for me, but it didn't rub me wrong enough to tank it with a 1 or 2 star rating. The book is small, pretty short, and wordy. It was boring, i.e., not much fun to read. When I read the cover I got the feeling that the target market was small sole proprietorships who can use some advice about the Internet and how to use it for marketing purposes. But when I studied the Table of Contents and started reading the book the subjects were pretty much only relevant to companies bigger (and usually, much bigger) than sole proprietorships. If you don't have employees in your company, then this book won't be of much value to you. And if you do have employees, then you probably will want a real legal tome rather than some general consumer model. 3 stars!

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

About the AuthorGlen Gilmore, Esq., is a social media marketing strategist, educator, and attorney, who is a Forbes Top 50 Social Media Power Influencer and an Onalytica Top 100 Thought Leader. Named a "Twitter powerhouse" by the Huffington Post, he teaches social media law and digital marketing at Rutgers University.