

WHAT IS SOCIAL MEDIA?

- × Internet based applications
- × That depend on creation and exchange of user-generated content
- × Different types and uses
 - + Used by students and employees for personal entertainment and enrichment
 - + Used by higher education for recruitment, development, publicity, admissions, teaching, etc.

TYPES OF SOCIAL MEDIA

- ✖ Blogging/microblogging (wordpress, twitter)
- ✖ Social networking (facebook, linkedin)
- ✖ Multimedia (video, podcasting, photo)
- ✖ Wiki/Bulletin Boards (wikipedia, collegeacb)
- ✖ Presence Applications (foursquare, yelp)
- ✖ Virtual worlds and games

PREVALENCE AND IMPACT

- × Technology moves at a lightning pace
- × Institutional processes and approaches have a very difficult time keeping up with each new technology
 - + Advice: develop consistent approaches which are not media specific

LEGAL AND POLICY ISSUES

- ✗ Who owns and controls user-created content?
- ✗ Who can be responsible for liabilities related to user-created or provided content?
 - + copyrighted information
 - + defamation
 - + nonlegal risks (public relations, hate speech)

WHO OWNS AND CONTROLS USER-GENERATED CONTENT?

- × Understand the terms of use (which often change!)
 - + Great variance (example, Twitter)
 - + Institution does NOT control social media
- × Communication is immediate and broad
 - + Train employees regarding what can be communicated and just how broad the communication is

TWITTER TERMS OF USE

- ✖ You retain your rights to any Content you submit, post or display on or through the Services. By submitting, posting or displaying Content on or through the Services, you grant us a worldwide, non-exclusive, royalty-free license (with the right to sublicense) to use, copy, reproduce, process, adapt, modify, publish, transmit, display and distribute such Content in any and all media or distribution methods (now known or later developed).
- ✖ Tip: This license is you authorizing us to make your Tweets available to the rest of the world and to let others do the same. But what's yours is yours – you own your content.



Nestlé Hi everyone - We do care and will continue to pressure our suppliers to eliminate any sources of palm oil which are related to rainforest destruction. We have replaced the Indonesian company Sinar Mas as a supplier of palm oil for further shipments. Read more: <http://tinyurl.com/nestlepalmoil>

Statement on palm oil

tinyurl.com

There have been recent questions raised about Nestlé and palm oil. We share the deep concern about the serious environmental threat to rainforests and peat fields in South East Asia caused by the planting of palm oil plantations. ...

March 19 at 5:37am · Share · Report

21 people like this.



Christian Hunt But you still buy Sinar Mas oil via Cargill, right?
March 19 at 5:40am · Report



Mike Dee Why does what you're saying contradict the findings of this report published today?
<http://www.greenpeace.org.uk/files/pdfs/forests/red-handed.pdf>
March 19 at 5:43am · Report



Percebe Galego Sounds like corporate speak to me. If Nestlé can't help but being in the unethical spotlight during 30 years, how on earth are we going to ever believe you?
March 19 at 5:44am · Report



Rich Fallon Not good enough. The statement is clearly a hastily compiled and insincere response to the Greenpeace campaign. Boycotting Nestlé until they stop using palm oil linked to deforestation. A company of Nestlé's size should be leading by example and putting their profits into reforestation and nature conservation. It's a win - win, their brand would benefit and so would the environment
March 19 at 5:44am · Report



Nestlé Nestlé UK do purchase palm oil from Cargill and have sought assurances from them about their supply chain. Cargill has informed us that Sinar Mas needs to answer Greenpeace's allegations by the end of April. They have indicated that they will delist Sinar Mas if they do not take corrective action by then.
March 19 at 5:45am · Report



Lisa Northover What about the babymilk?
<http://info.babymilkaction.org/nestlefree>
March 19 at 5:46am · Report



Adrian Peters All the newspapers have quoted that you still have unsustainable destructive palm oil going into your products. Because of third party suppliers, Cargill etc.
<http://www.guardian.co.uk/sustainable-business/nestle-indonesian-palm-oil>
<http://www.thesun.co.uk/sol/homepage/news/Green/2897073/KiKat-chocolate-contains-oil-linked-to-wiping-out-orangutans.html>
March 19 at 5:46am · Report

Just landed in Baghdad. I believe it may be first time I've had bb service in Iraq.
11 th trip here.



11:41 PM Feb 5th, 2009 via web

 Reply  Retweet



petehoekstra

Pete Hoekstra



United Breaks Guitars

United Breaks Guitars

sonsofmaxwell

17 videos



sonsofmaxwell — July 06, 2009 — UBG Song#3 is released!
www.davecarrollmusic.com/song3 There is now a video response:

8,304,817 views



As Seen On: time.com

LIABILITY

- × Copyright Infringement
 - + Poster-liable
 - + Site Host-not liable
 - × Terms of use prohibit
 - × Maintain reporting mechanism
 - × Section 512(c) of the DMCA

IIED, CYBERBULLYING, INVASION OF PRIVACY

- × Liability of user who generates content
- × Social media site hosting content
 - + Section 230 of the CDA immunizes websites from liability resulting from the publication of information provided by another
 - × Recent case relying on Section 230: Finkel v. Facebook
 - × But see, Roommates.com case
 - + Foreign law (e.g., Google criminal case in Italy regarding video of autistic child)

DEFAMATION AND OTHER TORTS

- × Common law defamation concepts
 - + False statement of fact made or published of or concerning another
- × Terms of use typically prohibit defamatory content from being posted
- × Application of Section 230 of the CDA should protect host site
 - + “users” of data may be protected as well