

CLIENT ALERTS

Social Media, Privacy, and Technology – Protecting Your Digital Investment & Brand is Critical to your Business

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In this issue:

Protecting Your Digital Investment & Brand is Critical to your Business

Most businesses today interact through the business's website and/or through social media – and for very good reasons – *it drives business*. A recent Social Media Marketing Report shows that over 63% of companies will spend 1-10 hours per week promoting brands on various platforms. The report also estimates, however, that 49% of employees that manage the accounts have less than one year of experience working with social media marketing. In addition, 40% of companies admit to having no training or governance of social media.

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