

## Publications

### *Client Alert: Social Networking Media – The Great Communicator?*

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Jackie Ford

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Technology Transactions

**CLIENT ALERT** | 9.16.2009

Facebook®, Twitter® and other social networking tools are becoming mainstream methods of communication. Once shunned as the exclusive purview of the younger generation, businesses, entertainers and even revolutionaries are beginning to use these media to market, amuse or expeditiously communicate to a large audience (witness the role of Twitter® in the recent protests in Iran). Many businesses see these networks as a boon to their targeted advertising efforts but for a nominal cost.

Click on the link below to download the *Client Alert* which discusses integrating social media guidelines into company employment policies.