Social-Media Policy Key to Mitigate Liability

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In the October 23 article "Social Media Policy Key to Mitigate Liability," on *HotelNewsNow.com*, New Orleans Partner Ed Harold commented on the importance of having a sound social media policy in place. Although a powerful marketing tool, employers need to be aware of the pitfalls of employees' social media activity—both on private and on company-sponsored pages. There must be solid guidelines and stronger policies in place. Ed noted: "You've got to take certain steps in order to explain what's appropriate and what's not by enacting a social media policy. We recommend that all employers adopt social media policies, because if you don't in advance notify your employers of what's appropriate or inappropriate behavior, later on it's harder to hold them accountable for behavior you didn't like."

Please reach out to our Media team for any news inquiries.

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