



A Brand New Online Course

How To Avoid Social Media Liability

Goals: This powerful social media liability program has two main objectives: 1) Deliver employees expert training-they won't receive in-house or at association conferences- to mitigate risk exposure from hidden liabilities in the new Federal Social Media Laws; and 2) The program gives employers documented proof that their organization didn't just give employees vague policies or general warning. Instead, employees received specialized social media law training. Our comprehensive policy includes:

- Update your social media policy to comply with new federal social media policy writing standards.
- Train the trainer sessions (no travel necessary, can be done by scheduled phone conference or Skype).
- All employees have 24/7 access to our powerful online course "How To Avoid Social Media Liability"
- One year of legal updates that includes podcasts, webinars, and white papers.
- Social Media Attorney Fiedelholz answers your questions by email or scheduled phone conferences.

Methodology: Deliver an easy-to-apply 4 step system that gives employees new skills to filter out unprotected social media speech such as defamation, invasion of privacy, threats, obscenity, copyright infringement and other unprotected First Amendment speech. Each module contains scenario-based videos, webinars, manuals and white papers that clearly explain existing and new case law, federal statutes.

Target Audience: In-house attorneys, human resource staff, supervisors, managers, public relations, marketers and other staff use this expert program because they aren't specialists in social media law and full-time trainers. They rely on my 30 years of specializing in digital media law, training over 100,000 professionals, developing hundreds of social media policies, and being a former television anchor at various network affiliates. I also was a former White House reporter under Presidents Carter and Reagan. My academic credentials include: Juris Doctorate St. Thomas Law School, Miami, Florida, Member of The Florida Bar, Master's In public administration, and Bachelor of Arts In Political Science from American University, DC.

Online Course Outline

Introduction

1. Watch This Welcome Video To Your Course
2. Watch This Short Webinar That Gives You A Detailed Roadmap Of Our Course Concepts
3. How To Get Technical and Content Support

Module 1: Course Roadmap and Key Social Media Liability Strategies

1. Watch this Video and Discover The 22 Most Important Social Media Law Questions and Answers
2. Read This Manual To Reinforce Your New Skills On Avoiding The "Top Social Media Law Risks"
3. Watch This "To The Point" Review of Module 1
4. Take Your Module 1 Quiz
5. Explore More Legal Resources On Module 1 Knowledge Page

Module 2: Shattering The 3 Biggest Social Media Liability Myths

1. Watch This Compelling Introduction Video On Shattering The 3 Biggest Social Media Liability Myths
2. Watch This Information-Packed Webinar That Gives You New Skills To Social Media Liability Myths
3. Read Your Reinforcement Manual To Make Sure You Always Avoid The 3 Biggest Myths
4. Watch This Animated Advertisement Video We Put Together On Social Media Myths
5. Watch This Video That Ties All The Legal Strategies Together
6. Take Module 2 Quiz
7. Dig Deeper With Our Module 2 Knowledge Page

Module 3: Avoiding Libelous Social Media Content

1. Watch This Introduction Video On Why You Must Know The Nuts and Bolts Of Libel
2. Watch This Important Webinar That Empowers You To Filter Out Libelous Social Media Content
3. Read The Reinforcement Manual and Master The Nuts and Bolts of Social Media Libel
4. Watch This Video Review On How To Always Avoid Libelous Social Media Content
5. Take Module 3 Quiz
6. Optional: Listen To Your Libel Teleseminar (From Our Popular Teleseminar Series)
7. Research More Libel Cases and Other Information On Our Module 3 Knowledge Page

Module 4: Filtering First Amendment Protected v. Unprotected Speech

1. Watch This Video Introduction and Get Ready To Become Smart On Social Media “Free Speech” Issues
2. Watch This Webinar and Develop New Skills Or Filtering Out First Amendment Unprotected Speech
3. Read The Reinforcement Manual and Never Worry Again About Unprotected Speech
4. Watch This Video Review That Gives You A Great Summary The New Strategies You Learned
5. Take Module 4 Quiz
6. Optional: Listen To First Amendment Teleseminar (From Our Popular Teleseminar Series)
7. Learn More First Amendment Case Law and Information On Module 4 Knowledge Page

Module 5: The Truth About Social Media Privacy

1. Watch This Video Introduction and And Become Legally Smart On Privacy
2. Watch This Webinar and Learn The Truth About Social Media Privacy
3. Read Your Reinforcement Manual and Become Super Smart On Social Media Privacy Issues
4. Read The Instructive Case of Zimmerman v. Weis Market Inc.
5. Watch Your Video Review That Summarizes The Truth About Social Media Privacy
6. Take Module 5 Quiz
7. Keep Learning About Key Privacy Issues On Module 5 Knowledge Page

Module 6: Copyright Laws You Need To Know

1. This Video Introduction On How To Stay Safe From Copyright Infringement Claims
2. Watch This Compelling Webinar That Teaches You How To Avoid Copyright Infringement Lawsuit
3. Read Your Reinforcement Manual To Make Sure You Never Have To Worry About Copyright Problems
4. Read This Great Article On The Myths Regarding Copyright Infringement Intent
5. Read This Important Article On How Courts Apply The Fair Use Test To Copyrighted Works
6. Watch This Video Review and Get Peace of Mind That You Will Avoid Copyright Infringement
7. Take Module 6 Quiz

Course Conclusion: It's A Wrap

1. Watch The Course Conclusion Video
2. How To Contact Me For More Support During The Year Of Legal Updates You Receive

Educational Hubs

Legal Cases Hub

Podcast Hub

White Paper Hub

Specialty Sections For Various Professions