

## INSIGHTS + NEWS

### Social Media in the Workplace – Keeping Up with Evolving Issues

Social media is presenting employers with a myriad of evolving challenges and opportunities with respect to the use and management of this powerful tool in the workplace. In this program, we will discuss several recurring issues involving social media in the workplace, including ownership and control of social media accounts used for business purposes.

In addition to reviewing recent legal developments, we will address a number of practical issues impacting employers, including:

- Ownership of Social Media Accounts
- Protecting Trade Secrets and Business Interests
- Updating Non-Compete and other Business Protection Agreements
- Drafting Social Media Policies
- Use of Social Media in Employment Decisions

#### Attorney speaking:

- [Timothy P. Van Dyck](#)

*Breakfast will be served.  
There is no cost to attend.*

#### September 19 – Springfield

7:30 a.m. – 9:30 a.m.

Sheraton Springfield Monarch Place  
One Monarch Place  
Charles Room  
Springfield, MA 01144

#### September 21 – Waltham

7:30 a.m. – 9:30 a.m.

The Westin Waltham-Boston Hotel  
70 Third Avenue  
Cambridge Room  
Waltham, MA 02451

**September 27 – Worcester**

7:30 a.m. – 9:30 a.m.

Mechanics Hall

321 Main Street

Washburn Hall

Worcester, MA 01608