

Insights: Webinars

## In the Trenches with Social Media

Tuesday, April 18, 2017 -

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Social media engagement is an absolute necessity in today's always-connected, always-sharing environment, yet social media platforms can be a minefield of problematic posts, potentially damaging opinions, infringing content, and uncontrollable consumer griping. Legal counsel overseeing a company's or brand's social media engagement efforts must be well-versed in the most effective ways to respond in the event of a problem, as well as ensure that all company executives are coordinated so that responding can be quick and efficient. Being prepared by engaging in the trenches of social media before problems arise can ensure that your company does not get bogged down in costly and long-lasting battles when they do.

[Watch the on-demand webinar here!](#) Registration required.

**What to Expect:** Want a quick snapshot of what you might learn? [View the 5 Key Takeaways.](#)

**Questions?** Please contact [Barry Benjamin](#) or your Kilpatrick Townsend attorney.

### Event Details

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### Related People

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