

From the Experts: Company vs. Employee Ownership of Social Media Assets

Who owns a social media account? The answer to this question should be obvious, but it's not always clear-cut.

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The rise of social media sites like Facebook, Twitter, and LinkedIn has been a boon to companies and brands in search of new and innovative marketing forums. They allow companies to interact with new and existing customers on a micro-level and respond to consumer demands in real time. Yet these same social media sites are a bane to in-house and outside counsel alike, creating legal thickets in previously unknown areas. One particular area that has been complicated by social media sites involves this very simple question: Who owns social media assets accessed or controlled by company employees?

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