Haynes and Boone Prepares One-of-a-Kind Portfolio on Social Media Law, Published by Bloomberg BNA

By David A. Bell, Matthew Thomas Deffebach | August 1, 2013

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An interdisciplinary team of more than a dozen Haynes Boone lawyers, led by Dallas Partner **David Bell**, prepared a comprehensive guide to the corporate legal issues associated with social media that has just been released by Bloomberg BNA.

Corporate Practice Series Portfolio No. 91, *Social Media Law*, is the first and only portfolio on social media law in the BNA series.

Bell is the chair of Haynes Boone?s Social Media Practice Group, comprised of more than 40 lawyers. ?Our team is very proud to have created what we consider to be a valuable resource for corporate practitioners wrestling with myriad workplace social media problems and processes,? said Bell, one of the principal authors along with Houston Partners **Matt Deffebach** and **Debra Hatter**. ?This publication is an up-to-date, soup-to-nuts survey that provides the information needed to navigate through tricky and evolving issues.?

Subjects that the portfolio addresses include social media use in company advertising and marketing programs, trademark and copyright considerations, account ownership, employee use, Regulation FD and crowdfunding, impact on class action litigation and guidelines for obtaining information about potential jurors.

Also addressed are ethical issues involving formation of attorney-client relationship, preserving attorney-client privilege, lawyer advertising through social media and the unauthorized practice of law.

In addition, readers are given a range of sample forms, best-practices policies and letters, including cease-and-desist notices, a due diligence checklist and a data retention policy.

Haynes Boone will update the portfolio annually. It is available in both online and hard copy formats at the **BNA Corporate Practice Library**.

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