

# THE SOCIAL MEDIA COMPLIANCE GAME

ARE YOU READY TO PLAY?

HOW OLD AND NEW RULES IMPACT SOCIAL BUSINESS PRACTICES.



## Digital Millennium Copyright Act

Makes hacking copyright protection software a crime, but indemnifies social networks from copyright infringement claims, as long as they comply with take down requests.



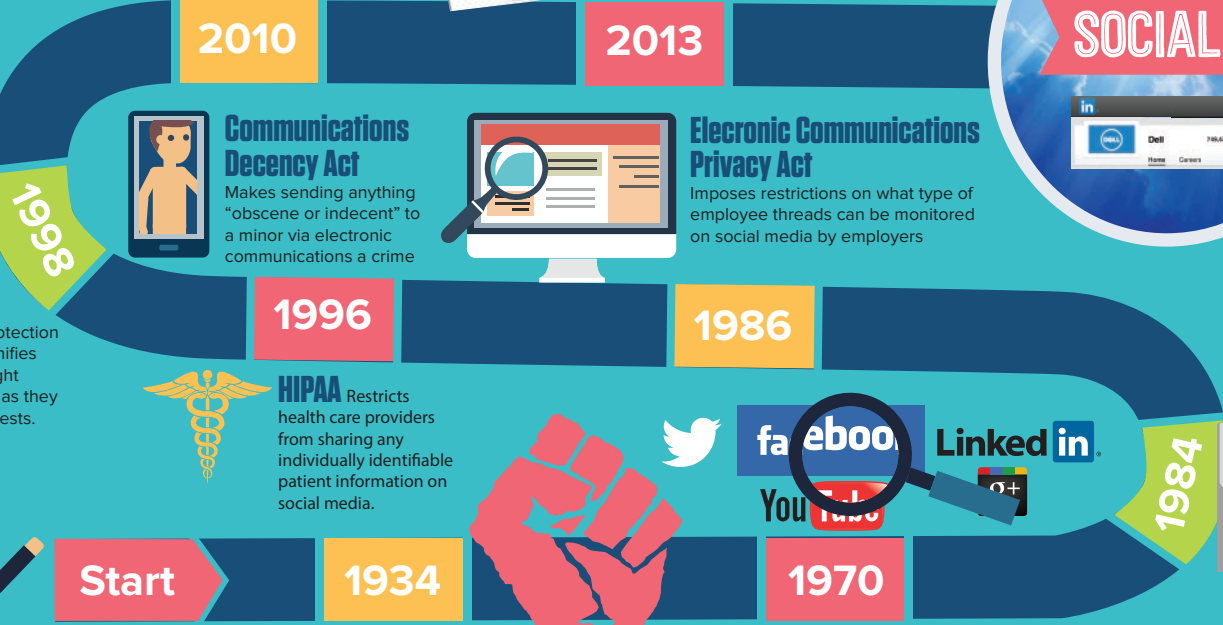
## FINRA

releases social media marketing guidelines to the financial industry



## Federal Trade Commission Dotcom Disclosure Guidelines

Requires advertisers and marketers to disclose material relationships in the body of their social media posts.



1998

2010

2013



## Communications Decency Act

Makes sending anything "obscene or indecent" to a minor via electronic communications a crime



## Electronic Communications Privacy Act

Imposes restrictions on what type of employee threads can be monitored on social media by employers

1996



## HIPAA

Restricts health care providers from sharing any individually identifiable patient information on social media.

1986



facebook

LinkedIn

YouTube

+

1984



Start

1934

## National Labor Relations Act

Protects Workers rights to discuss hours, wages and working conditions on social media.

1970

## Fair Credit Reporting Act

Imposes restrictions on employer social media background checks, particularly with job applicants.

## Computer Fraud & Abuse Act

Makes using someone else's credentials to access a social network without proper authorization a criminal offense.

**COMPLY SOCIALLY**  
Enterprise Social Media Compliance Training