

*Seminar on Social Media:  
Promises, Pitfalls & Perils  
Friday, January 22, 2010 3-5 p.m.  
Levin College of Law*

Social media is fun, free and easy, and more people each day use it for business as well as for pleasure. But what are the liabilities and legal pitfalls of using Facebook, Twitter and other social media? Are there special concerns related to public institutions operating under the Sunshine Law? You are invited to attend or view online a free seminar on the safe and effective use of social media 3-5 p.m., Friday, January 22, 2010, in the Levin College of Law school's Chesterfield Smith Ceremonial Classroom (room 180).

The event will be Webcast live via a link on the UF Law home page ([www.law.ufl.edu](http://www.law.ufl.edu)), and an archived version will be available later along with comprehensive information on social media on the Seminar Series section of the UF Strategic Communications Web site (<http://strategiccommunications.law.ufl.edu/>).

RSVP by Jan. 21 to Association for Academic Women Past President/UF Strategic Communications Planning Committee Chair Debra Amirin ([amirin@law.ufl.edu](mailto:amirin@law.ufl.edu)) if you plan to attend.

The event features a distinguished panel of UF experts:

- . Moderator, Center for Governmental Responsibility Founding and Current Director Jon L. Mills, Professor of Law, UF Law Dean Emeritus, author of *Privacy: The Lost Right*, Oxford Univ. Press, 2008:  
Overview of social media; the inherent conflict between social media and information disclosure in public institutions

- . Stephen C. O'Connell Chair and Professor of Law Lyrissa Lidsky: Laws and topics related to the Internet and social media, touching on libel, public forums, free speech and academic freedom

- . Chief Privacy Officer Susan Blair: Privacy regulations and UF information privacy policy, case studies, recent developments, resources

- . Associate Vice President and First Deputy General Counsel Barbara Wingo: Social media legal and policy considerations specific to UF, including public records, Sunshine Law, Acceptable Use Policy, and student disciplinary issues

- . Human Resource Services Vice President Paula Fussell: Review of employment-related issues

- . University Relations Vice President Jane Adams: Power and potential of social media