



**SOCIAL
MEDIA
FORUM**

*Avenue of the Arts, Inc.
123 S Broad Street, Suite 1240
Philadelphia, PA 19109
215-731-9668*

Social Media Series

80% of companies are using LinkedIn as a primary recruiting tool to find employees. Like it or not, Social Media is here to stay! Do you have a Social Media policy? Do you need a Social Media policy? Should you, or could you legally, make hiring or firing decisions based on information found on Social Media or the internet? Avenue of the Arts, Inc. (AAI) is proud to present the first of a series of Social Media Forums including experts who will provide critical information to guide your strategy in developing a Social Media policy.

Registration for each event:

\$35 in advance on AAI website or by check

\$45 at the door (cash and checks only)

1: HR/Legal Issues of Social Media

What are your employees saying about you?

October 14, 2009, 8:00 AM to 10:30 AM

PA Convention Center

Speakers: **Larry Besnoff, Esq.,**

Partner

Obermayer Rebmann Maxwell & Hippel LLP

Author:

Skeletons In Cyberspace: The Pros & Cons of Googling Employees

Jeffrey S. Brenner, Esq.

Director, US Operations

Intelysis

Due Diligence, Investigation, Digital Forensics

Sharon M. Erwin

Principal

Law Offices of Sharon M. Erwin L.L.C.

Arts-related practice includes representation of cultural nonprofits, including museums, foundations, and arts, theatre and film organizations.

Moderator: **Jody Raines**, National Director of Business Development

World Wide Web Communications