

Be Careful Little Hands What You Tweet

By: Jack Greiner on March 14, 2011 on graydon.law

I've been lucky enough to speak to a number of audiences on social media issues. I have one coming up on March 16, as a matter of fact. One of the items I discuss is the need for companies to have a social media policy, and the need to recognize that the time space continuum has been radically altered. That is a fancy way of saying that it really doesn't matter **when** an employee tweets or **where** that employee happens to be when the tweet goes out. If it concerns company business, the company can be liable for the content. [Case in point](#), National Media Strategies recently lost the Chrysler account, thanks to one of its employees, who used the "f word" in a tweet from the @ChryslerAutos account. There's probably not going to be legal consequences here (unless an NMS higher up murders the employee) but it illustrates the point. A social media policy cannot overcome stupidity. But the education process that should be a part of the policy's rollout might help. Although in the NMS employee's defense, it is a bit ironic that a company that uses Eminem as its spokesman fires an agency for dropping the f bomb.