

ALERTS

Social Media - Love it or leave it?

CHARLOTTE PRIVACY & DATA SECURITY MEMBER PUBLISHED IN 2014 LAW JOURNAL

Karin McGinnis

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Charlotte Privacy & Data Security Member Karin McGinnis was published in *Business North Carolina's* 2014 Law Journal, which was included in the publication's May issue. Her article, "Love it or leave it?" examines the pros and cons of social media use among businesses, and the "key strategy" – a business's social media policy.

"Social media, love it or leave it? Social media has become an indispensable part of business. There is no question that social media is an effective marketing tool. Statistics show that 14% of consumers do not trust advertisements, but 90% trust peer recommendations. So go ahead and love social media, but like any love affair, be wary of some pitfalls along the way."

The article can be seen in its entirety [here](#).