

Social Media Pitfalls

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Social media can be a powerful tool to engage constituents, disseminate information and collect feedback. But when does our personal social media transform into public? What can officials do to keep their personal pages personal? When (and what) can your township restrict without stepping on your team's free speech rights? The right choices lead to community engagement, but the wrong choices lead to expensive litigation. Explore the dos and don'ts for navigating the complicated, ever-evolving social media landscape.

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