

## **Institute for Law & Public Policy**

The **Institute for Law and Public Policy (ILPP)** is dedicated to education, scholarship and research in a legal and justice setting and its public policy implications in the community. The **ILPP** is also both a sponsor and provider of continuing education for justice professionals, such as police, lawyers, correctional personnel, human service workers, professional security specialists and judicial personnel.

The **Institute's** underlying mission rests in the dissemination of information, trends and innovations about the American legal and justice system, and serves as a center for study and analysis of legal issues impacting the community and justice professionals.

The **Institute** is under the direction of Charles P. Nemeth, JD, Ph.D., LL.M.

**The Institute for Law & Public Policy has been approved as an "Accredited Provider for Pennsylvania Continuing Legal Education."**

### **CONTACT INFORMATION:**

Hope Coddington Haywood  
haywood@calu.edu  
724-597-7401

<http://institutes.calu.edu/ilpp>



California University of Pennsylvania  
Southpointe Center  
135 Technology Drive  
Canonsburg, PA 15317

**Institute for Law and Public Policy**

**CALU**  
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California University of  
Pennsylvania

## **Drafting Social Media and Social Networking Policies**

*Cal U Southpointe Center  
Canonsburg, PA*

Friday,  
April 20, 2012  
8:30 a.m. to 11:45 p.m.



**Institute for Law &  
Public Policy**  
AT CALIFORNIA UNIVERSITY  
OF PENNSYLVANIA

Bailey Center II, 5<sup>th</sup> Floor  
135 Technology Drive  
Canonsburg, PA 15317  
724-597-7401

[institutes.calu.edu/ilpp](http://institutes.calu.edu/ilpp)

## Drafting Social Media and Social Networking Policies:

*Controlling the Chaos... Aligning Employee Online Networking with Company Goals*

PACLE Approved—

2 Substantive, 1 Ethics

Friday, April 20, 2012

8:30 a.m. to 11:45 p.m. (lunch provided)

Presenter: Gregg R. Zegarelli, Esq.

Cost: \$79.00

Social media and social networking with companies such as FaceBook® and LinkedIn® is now a pervasive part of our social and business environment.

But, what happens, for example, when multiple employees ask the same customer for a referral, burdening your customer relations? Or, when employees seek referrals from other staff and clients of your company, so that the employee can get a “better” job elsewhere? What is good for the employee goose, is not always good for the company gander...

Many seminars are designed to teach how to access the power of online social networking. This seminar is designed to instruct the attendees on creating and implementing proper administrative controls to manage that power, so that the employees, as a team, are pulling in one direction — for the good of the company.

This exciting and timely course is for business people, entrepreneurs, HR professionals, attorneys and advisors who are responsible to align company goals with employee facilities and inclinations.

After a short introduction to online social and professional networking, the instruction will expose issues that arise with the

new access, power and flexibility of online social networking. After defining the tools and nature of the issues, the course will delve into practical solutions to manage the context with actual sample policies for you to take back to your company. Instruction will also traverse recent legal enforcement issues and NLRB perspectives on employee rights. One hour of professional ethics for legal professionals will be of interest to everyone, including business people.

**This course is a must-attend for everyone. Space is limited, so please reserve now.**

**This course has been coordinated as a morning session, followed by a separate afternoon course with Mr. Zegarelli on the issue of Trademarks and Branding. Take both courses for an excellent day of CLE on cutting edge business and legal issues.**

**Take both courses at a discounted price of \$170 for an excellent day of CLE on cutting edge business and legal issues.**

### Seminar Location:

Institute for Law & Public Policy  
Cal U Southpointe— Bailey Center II  
135 Technology Drive  
Canonsburg, PA 15317

### Online Registration Only

Advance Registration Required!

### To register online go to:

<http://institutes.calu.edu/ilpp>

Click on:

1. Professional Development & Training
2. Upcoming Seminars
3. Complete online registration form and submit payment.

**Please note: This is a secure website.**

### Instructor: Gregg R. Zegarelli, Esq.

CalU/ILPP is pleased to have instruction for this course by Gregg Zegarelli, Esq., one of the pioneers of “computer law,” and managing shareholder of Technology & Entrepreneurial Ventures Law Group, PC.

Mr. Zegarelli is admitted to practice law in the Commonwealth of Pennsylvania, District of Columbia and State of Illinois. He is a graduate of Duquesne University and its law school, and he is qualified to sit for the CPA examination.

Mr. Zegarelli was lead counsel in *Borings v. Google*, the first case against Google and its Street View program for infringement, with a successful overturn at the Third Circuit Court of Appeals that resulted in the only known final judgment against Google as an intentional trespasser.

For more than 20 years, Mr. Zegarelli has represented companies of all shapes and sizes, from startup to public, advising on business operations. He has negotiated deals with Coca-Cola, Disney, General Electric, Intel, Lion’s Gate, Mattel, Metro-Goldwyn-Mayer (MGM), Microsoft, Sony and Xerox. He has represented clients in federal and state courts and has worked with the FBI on investigations. Mr. Zegarelli is a frequent Arbitrator for the American Arbitration Association presiding over more than 100 arbitrations. He was appointed to the panel of neutrals for the U.S. Copyright Arbitration Royalty Panel for two years prior to internalization, and he is an Early Neutral Evaluator and Arbitrator for U.S. District Court for the Western District of PA.

Mr. Zegarelli served two terms as the first Chairman of the ACBA Lawyers Online program—the first telecommunications service sponsored by a local bar association. He has been interviewed by media, such as KDKA (Internet gambling), CNN (electronic privacy in the workplace), WMNY (workplace ethics), TBC Today (entrepreneurism), and USLive (getting inventions to market), and he is author of *Computer Fraud and Abuse Act* for the MacMillan (Gale Group) Encyclopedia.

Mr. Zegarelli is a frequent speaker, bringing competent instruction with interesting, enthusiastic and brisk presentations.