

Insights



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What Is Your Company's Social Media State of Readiness?

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Social media use continues to grow at a steady pace. Does your company have company-sponsored social media channels that are part of its broader business communications strategy? Do company employees use personal social media channels and are there business rules that apply to using those channels for business purposes? The intersection between personal and business use of social media channels raises considerations in connection with the company's overall information governance strategies and the potential interplay with e-discovery.

In 2014, according to the Pew Research Center, 52% of online adults used two or more social media sites, representing a 10% increase from 2013. In addition, more than half of online adults 65 and older used Facebook, representing 31% of all seniors; and, for the first time, approximately half of internet-using adults ages 18-29 used Instagram.

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