

PANNONE
LOPES
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For Immediate Release

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**Pannone Lopes Devereaux & West attorneys to host ‘Why Can’t We Be Friends?’
A Social Media Policy Workshop on April 15, 2011**

***Participants will learn how to draft a social media policy for their business and obtain
valuable legal advice on e-communications in the workplace***

Providence, RI – March 3, 2011 – Pannone Lopes Devereaux & West LLC (PLDW) Partner William E. O’Gara and Senior Counsel Brian J. Lamoureux will lead two workshops on the use of social media in the workplace, the need for a social media policy and how to draft a social media policy that matches a company’s objectives and the culture of their workforce.

Why Can’t We Be Friends? A Social Media Policy Workshop will be held Friday, April 15th at PLDW’s headquarters, located at 317 Iron Horse Way, Suite 301, Providence. The first session will run from 8:30 to 11 a.m., followed by an afternoon session from 1:30 to 4 p.m. Attendees will leave with a sample Social Media Policy on CD prepared by PLDW lawyers. A \$100 donation to Special Olympics of Rhode Island or Reach Out and Read Rhode Island will ensure your seat at the workshop and the Social Media Policy CD. Space is limited and RSVP is required. Please contact Geri Riccio at griccio@pldw.com or 401-824-5100 no later than April 12th and indicate which session you plan to attend. Ample free parking is available.

“The question is not *if* a company should have a social media policy,” said Mr. O’Gara. “Rather, the question is what risk is a business owner willing to take in reputation management or legal fees by not having a social media policy as part of their human resources manual. Having a social media policy in place protects the employer, the business brand, reputation and resources.”

In a 2010 survey by Deloitte on corporate use of social media, “results showed that 38 percent of the 1,700 respondents didn’t know who was dealing with the issue in their company....and while 84 percent said companies should have policies in place to address social media risks, only 35 percent say they do have them.”

“Having a social media policy is a ‘must’ for corporate America,” said Mr. Lamoureux. “And every employee must be aware of the policy, understand the parameters in which they can e-communicate while in their offices and with company equipment and what is considered acceptable. Social media policies often match the culture of a company and they can be crafted in such a way that protects the company, the employees and the goodwill that businesses have established with their customers. There is no one-size-fits-all approach to this. That is why this workshop will be valuable for employers who either do not yet have a social media policy or want to revise the one they have.”

Mr. O’Gara and Mr. Lamoureux have traversed Rhode Island speaking to hundreds of business leaders, employers, nonprofit and public sector agency officials over the last year. They have substantial knowledge regarding the current state of the law with respect to social media use (and misuse) in the workplace. Both attorneys also have extensive legal experience in human resource management and personnel policy development, and are published authors and commentators on the topic of social media and e-communications in the workplace.

For further information about the law firm or the April 15 workshop, please contact PLDW Director of Administration David Sweet, at dsweet@pldw.com or call 401-824-5100.

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ABOUT PANNONE LOPES DEVEREAUX & WEST LLC

The attorneys and staff at Pannone Lopes Devereaux & West LLC (PLDW) are committed to developing practical and cost effective solutions while also being supportive of the community in a meaningful way. With offices in Rhode Island, Connecticut, Massachusetts, New York and Florida, PLDW has developed a business model that combines international expertise with a more cost-effective delivery system that involves cross training of lawyers and a more practical approach to problem solving. The primary areas of practice for the firm include administrative, corporate and municipal law, civil litigation, government relations, real estate and commercial lending and estate planning and special masterships. The partners demand of themselves and those on the PLDW team, an unparalleled sense of urgency and responsiveness which is derived from an authentic appreciation for their clients and the community in which they serve. For more information, visit www.pldw.com