

November 30, 2011

Day Pitney Launches Social Media Task Force

Day Pitney LLP announced today the formation of a new Social Media Task Force to help clients sort through the myriad of legal challenges they face in the online world. The new task force is comprised of lawyers from across the firm's practices and offices. Together, they will work with clients to develop best practices targeted at making effective business use of social media platforms while minimizing associated risks.

"Day Pitney's new Social Media Task Force brings together a multi-disciplinary group of lawyers who are already performing valuable client work in this critical area," said [Elizabeth A. Alquist](#), a member of the task force and chair of Day Pitney's Intellectual Property department. "Thanks to the combined experience of the task force's members, we are well-situated to provide effective and efficient counsel to our clients."

Added [Richard D. Harris](#), another task force member who leads the firm's Technology, Telecommunications and Outsourcing practice, "We are often asked for guidance on identifying the risks that clients face when it comes to social media and how to develop social media policies. Our Social Media Task Force will allow us to more effectively share with our clients best practices as they emerge in the dynamic world of social media."

The 13-member task force includes lawyers from many of the firm's practices. Its members will work proactively to identify problems and develop resolutions to issues that arise through the commercial use of websites like Facebook, Twitter, LinkedIn and YouTube. Already, by engaging directly with clients on these matters, Day Pitney has played a significant role in formalizing risk management practices for the commercial use of social media. By bringing together lawyers with backgrounds as varied as advertising, technology and intellectual property, labor and employment, and corporate finance and securities regulation, among others, Day Pitney expects to continue as a thought leader in what is quickly becoming a growing source of uncertainty in the business world.

About Day Pitney

Day Pitney LLP is a full-service law firm with approximately 350 attorneys operating in offices in Connecticut, New York, New Jersey, Boston, and Washington, DC. The firm offers clients strong corporate and litigation practices, with experience on behalf of large national and international corporations, as well as emerging and middle market companies and individuals.