

# VLP Law Group Presents a Free Webinar: The Legal Landscape of Social Media Marketing

On May 23, 2017, VLP Law Group LLP presented a free webinar titled, "The Legal Landscape of Social Media Marketing."

Social media is rapidly changing the world of marketing and advertising. Even so, traditional advertising laws, rules, and industry best practices still apply. In this webinar, VLP Advertising, Marketing & Promotions Partner **Char Pagar** explained how to apply the existing legal rules of the road when navigating the new avenues created by social media. Ms. Pagar discussed legal issues in social media marketing, including how to identify potential legal concerns in social media campaigns and how to manage legal matters in connection with social media outreach programs.

This webinar was intended for business and legal professionals who play a role in the development, management, or protection of intellectual property.

**Click here** to view a recording of the webinar.

*This webinar is not intended to provide specific legal advice or to establish an attorney-client relationship.*