

## Legal Masterclass: Data: Social Media Law, Policy and Regulation

### Description

This Masterclass is designed for professionals who work in the field of social media or anyone interested in understanding the complex legal and regulatory landscape surrounding social media. This masterclass is an exploration of the legal and regulatory frameworks governing social media, with a focus on issues such as data protection, privacy, freedom of expression, intellectual property, and online safety. Participants will learn about the latest legal and regulatory developments in social media, including laws and regulations that impact the use of social media platforms, data privacy laws, the role of government in regulating social media.

### Structure of workshop

#### Day 1

- Social media and the Law in the 21<sup>st</sup> Century.
- The right to privacy under the constitution.
- Public interest vs right to privacy.
- Social media do's and don'ts in the workplace.
- Social media and the risks for employers.
- Vicarious liability for social media posts for employers.
- Divulging confidential information on social media
- Social media policies for companies
- Goodwill, defamation and the consequences of reputational harm.

#### Day 2

- Introduction to data protection and social media.
- Case Study – Cambridge Analytica.
- Case Study – WhatsApp privacy changes.
- Social media after death.
- Influence of social media on matters in courts – Civil and Criminal matters.
- Discussion – Is the data I put on the internet protected under data protection laws?

#### Day 3

- Social Media and Digital Entertainment.
- Intellectual property.
- Influencers and content creation .

### Mode of Delivery

Online.

### Admission requirements

This SLP is open to people working in a legal, business, regulatory, financial environment or any potential student who has completed Grade 12 studies and has a keen interest in many or a specific area of law.

### Assessments

There are no assessments.

### Masterclass Facilitator

Jesse-Lee Wrensch is a proficient IT lawyer who specializes in providing legal solutions at Michalsons. With his exceptional problem-solving skills, Jesse consistently seeks answers to complex questions and relentlessly pursues new knowledge. Alongside his professional pursuits, he also serves as a part-time lecturer and active Twitch streamer, demonstrating his dedication to education and passion for creating easily understandable content. Jesse has collaborated with numerous companies on a range of legal issues, including social media, intellectual property, and video games. His extensive expertise in these areas enables him to provide comprehensive and effective legal advice that benefits both clients and the industry at large.

