

OK at Work: Who Owns Employee Content?

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On this week's OK at Work, [Sarah Sawyer](#) and [Russell Berger](#) discuss what employers must consider when employees use social media for business purposes. When encouraging employees to post work product, connect with business contacts, and promote the company online, employers need to have a clear plan for ownership of the posts and connections and dissociating with the employee if they leave their employment. It is also important for employers to have a well-thought-out social media plan. Listen to learn more!