

P I T T S B U R G H

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ask the
LEGAL ♦ PROFESSIONALS



SOCIAL MEDIA

Q Can an employer require its employees to create LinkedIn accounts?

A Yes, many employers encourage or even require their employees to create LinkedIn accounts as a marketing tool. However, legal issues arise over who actually owns the LinkedIn

account, the employer or the employee. While there is no definitive answer, employers can take certain steps to protect their ownership of the LinkedIn accounts related to their business. First and foremost, employers should have a social media policy that clarifies who owns any social media accounts associated with the business and what will happen when the employee terminates employment. Employers should consider providing a template for employees' LinkedIn responses. Employers should also monitor any LinkedIn accounts related to the business and its employees, both former and current, to make sure that the information is up to date and that there are no violations of the policy.

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