**Chapter 11 - Activities**

**Class Activity 1: Social Media Policies**

Download and analyze the terms of service for major social media platforms. These platforms can include Facebook, Twitter, LinkedIn, Snapchat, Instagram, and Pinterest. Share the major aspects of each account’s term of service, either in a written report or verbally with the class.

**Class Activity 2: Plagiarism versus Copyright Infringement**

Divide into small groups (two to three for a small class, four to five for a large class) to discuss the following hypothetical situation:

Suppose James wanted to make promotional T-shirts for his fraternity using Coca-Cola’s famous logo. He does not get permission from Coca-Cola, but he does place a small © at the bottom of the shirt, and in small letters beside it, he states the following: “Logo is legal property of Coca-Cola Inc.” Is James guilty of plagiarism or copyright infringement? Can he claim fair use because the fraternity is a recognized organization on a college campus?

**Class Activity 3: Twibel**

Analyze the following set of facts related to defamation:

Suppose you work as the social media manager for the restaurant chain Best Burger. One day while scanning posts about your company, you see that someone on Twitter posted three very negative comments about Best Burger. The comments are as follows:

Tweet 1: Best Burger is the WORST restaurant EVER!!! #nevereathere

Tweet 2: Best Burger’s food tastes like cardboard. It isn’t even real food.

Tweet 3: Best Burger is not worth the price. They use dog food to make their hamburgers.

Assuming that Best Burger thinks its hamburgers are great and that they do not use dog food to make them, are any of these comments subject to defamation laws? Why or why not?

**Class Activity 4: Government Regulation**

Assigned to a specific government agency:

Securities and Exchange Commission Federal Trade Commission

National Labor Relations Board Food and Drug Administration

Visit the agency’s website and find its rules and regulations posted for the public. All of these agencies will have this information available.

What did you find? Include in your report quotes from two specific aspects on what the agency does.

Elaborate on the information you found and consult with your text on the roles of these agencies and their importance to public relations.

**Case Study Activity 1: Group Analysis**

Discuss the following questions related to the case study of Amazon v. NYT. Each group discuss the same or a different question, and then each group share their answers after a set period of discussion.

• Which interest is more important? Amazon’s right to defend itself from false accusations or Olsen’s right to privacy?

• Several of the sources for the NYT article were not revealed. How should Amazon respond to criticisms made by people whose identity is unknown?

• Suppose the New York Times did not list Olsen as their source, but Amazon had a strong suspicion the source was him. Should this change Amazon’s strategy?

• Amazon’s choice was to take this case to the “court of public opinion” rather than a court of law. What factors should an organization take into account when making this type of decision?

**Case Study Activity 2: Debating the Issues**

Two groups: Group A represents the legal department, and Group B represents the PR department at Amazon.

Group A: come up with reasons why Amazon should sue the New York Times.

Group B: come up with reasons why Amazon can resolve this issue using PR tactics without a lawsuit.

Share arguments with the entire class and discuss as a class.

**Case Study Activity 3: Hypothetical Analysis**

Assume that instead of the New York Times publishing an article about Amazon, a citizen journalist posted a critical blog post about Amazon on her personal website. The website receives 100 visitors a week, but after she posted her article on Amazon, the traffic on her website increased to 500 visitors a month (these numbers are probably well below what the New York Times’ website receives).

How, if at all, would this change Amazon’s response? Does this change any of Amazon’s legal options?