

Eric David Presents to Guilford Merchants Association on Gossip and Defamation on Social Media

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Brooks Pierce partner Eric David will present at the Guilford Merchants Association's Digital Marketing Institute on July 24 in Greensboro.

The presentation, entitled "Trash Talk: Gossip and Defamation on Social Media," will discuss the challenges posed for businesses in dealing with social media including: whether to bring or threaten a lawsuit relating to a negative review, handling employee-generated social media content and protections available to operators of interactive computer services under Section 230 of the Communications Decency Act.

The Guilford Merchants Association is a business membership organization focused on supporting member companies with educational programming, lead generation activities, marketing opportunities and overall enrichment while serving as a catalyst for community growth and prosperity.

David focuses his practice in business litigation and First Amendment law. He has substantial experience defending both large and small companies against defamation claims in state and federal courts. David received his law, masters, and bachelor's degrees from the University of North Carolina at Chapel Hill. He serves as president of the Lucille Hunter Elementary School Foundation Board of Directors and previously served on the Rules Advisory Committee for the North Carolina Business Court.

PEOPLE

Eric M. David