



With John Connell as Special Editor, New Jersey Lawyer Edition Examines Far-Reaching Legal Ramifications of Social Media

Press Releases

11.04.2013

From copyright and defamation to e-discovery and employee rights, the legal implications of the social media explosion are significant and serious, explain the authors of a recent social media edition of *New Jersey Lawyer* magazine, for which Archer's [John C. Connell](#) served as Special Editor.

Mr. Connell is a longtime member of the Editorial Board of the *New Jersey Lawyer*, published by the New Jersey State Bar Association (NJSBA). He is also a member of the Editorial Board of the *New Jersey Law Journal* and serves as Chair of Archer's Media and Communication Law Practice Group and Co-Chair of the firm's Civil Rights and Appellate Practice Groups.

"Undeniably, the legal issues associated with social media are legion," Mr. Connell writes in an introductory message to the *New Jersey Lawyer* social media issue. "Therefore, it is important to note that, while social media is a subject to which unique legal questions apply, it is also a catalyst for the evolution of more traditional legal questions as social media extends to and alters the nature of otherwise customary social and commercial interactions.

"So, sage practitioners beware: No matter the issue, social media is in play, and its legal effect is not to be trifled with or ignored."

The issue also includes articles by Archer attorneys Jason Cotter of the firm's Intellectual Property Practice Group and Laura Link of the Labor and Employment Law Department. Mr. Cotter explores the application of correlative Federal Trade Commission (FTC) guidelines on endorsements in social media advertising. Ms. Link reviews the reach of the decisions and guidance documents of the National Labor Relations Board (NLRB) in regulating employers may policing of their employees' social media use.

Mr. Connell practices civil litigation, with experience as lead trial counsel for both jury and bench trials as well as appeals and alternative dispute resolution (ADR) in State and federal courts. He has represented clients ranging from Fortune 100 companies to individuals in an array of commercial, employment, civil rights, health care and communications law matters.

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