



# Making your mark and protecting your brand online in Canada

## Part two – Mitigating branding risks in the era of social media and eCommerce

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### In short:

Now more than ever, a company's brand can be its most valuable asset. Brands must think carefully about social media crisis plans, including policies around monitoring, escalation and response.

### Title: Branding and social media firestorms

#### Key takeaways

- The negative impact of a social media firestorm and the reputational damage caused to a brand may far outweigh litigation costs.
- Implement a social media monitoring program. What are others saying about your brand online? Monitoring can be helpful in spotting emerging issues so your organization can respond before an issue turns into a firestorm.
- Implement or regularly update your social media crisis plan. This should include your organization's escalation process, which is likely to comprise using external public relations advisors and legal counsel specialized in the area.
- Before issuing a public apology (if applicable) - make sure this is cleared through legal counsel to ensure such statements would not prejudice your organization's legal position at a later date.
- Don't forget about legal privilege. Be careful not to discuss legal strategies with outside public relations advisors that may be relevant to a subsequent lawsuit. Such discussions may lose the cloak of privilege.
- This area is becoming increasingly important for board oversight.

#### Key contact



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