

SOCIAL MEDIA AND JURISDICTIONAL RISKS

Sharing Some Lessons Learned

VRXstudios



Every minute



*Instagram users
post a combined **48,611** photos*



*and they like **1.73 million** posts*



During this presentation, more than
2.9 million *images posted*

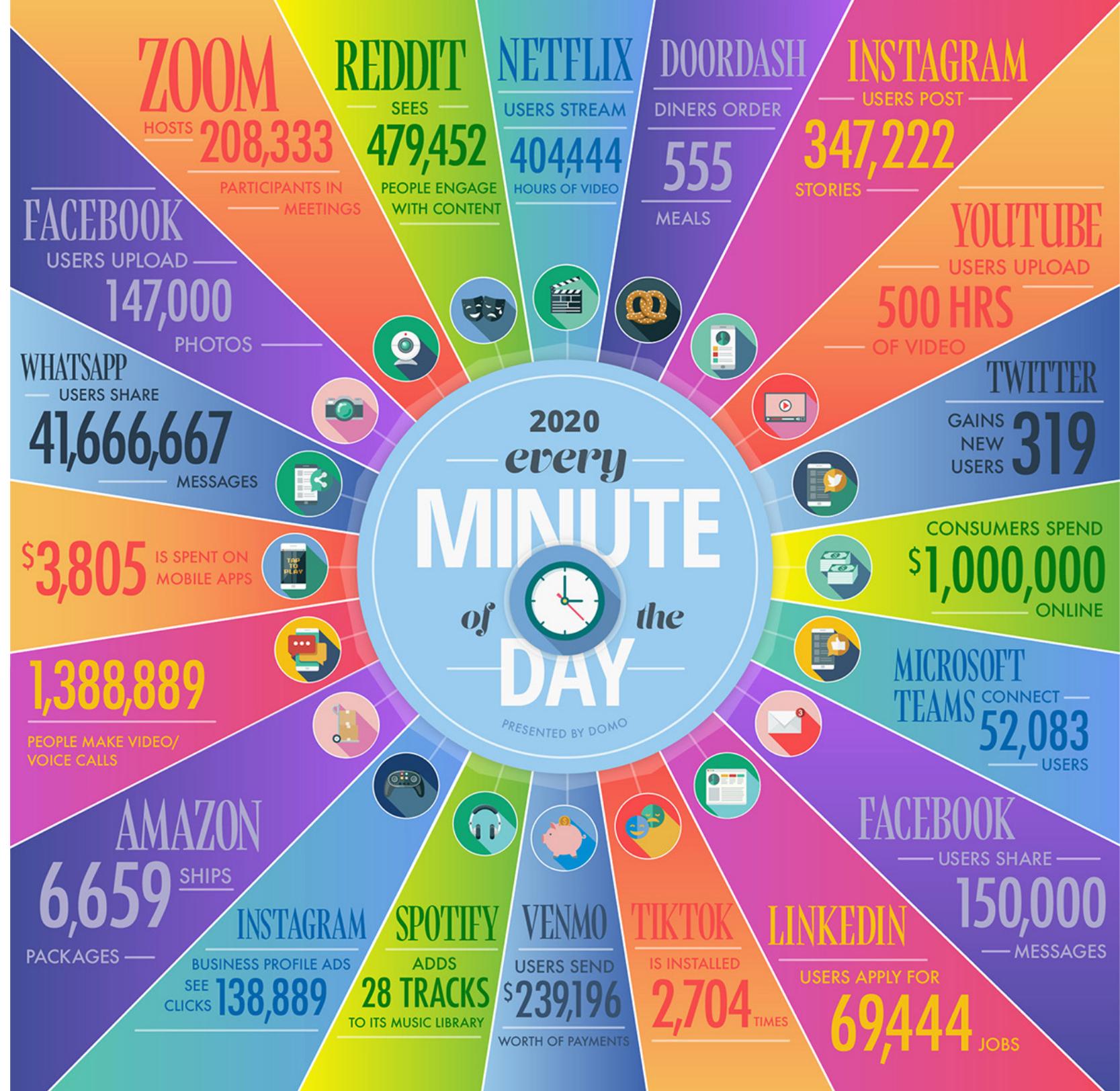
and



104 million *likes*

on Instagram

HOW MUCH DATA IS GENERATED EVERY MINUTE?



*Source: <https://www.visualcapitalist.com/every-minute-internet-2020/>



ABOUT VRX

World's leading content creation and curation agency

Since 2000...

Photography, videography and digital content production

Recognized market leader in quality, consistency and scale

OTAs, hotels and resorts, cruise ships

Diversification into commercial real estate and wellness

OUTCOMES



1. Outline ownership and control of content IP

2. Identify best practices for SME to Global Organizations

3. Discuss control of brand messaging

4. Determine efficacy of content through Social Channels

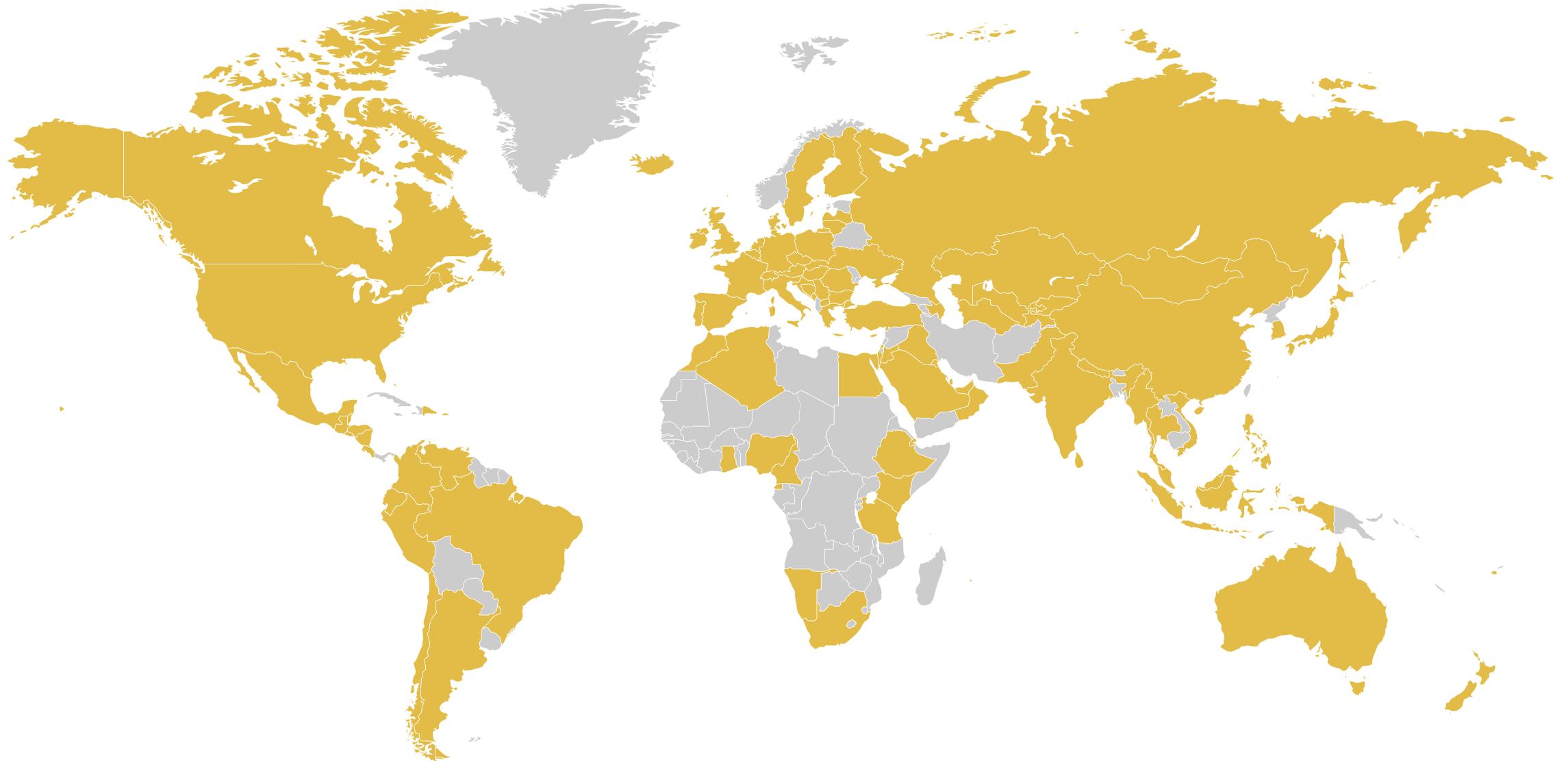
WHAT IS JURISDICTIONAL RISK?



We have photographed and created content in

131 countries

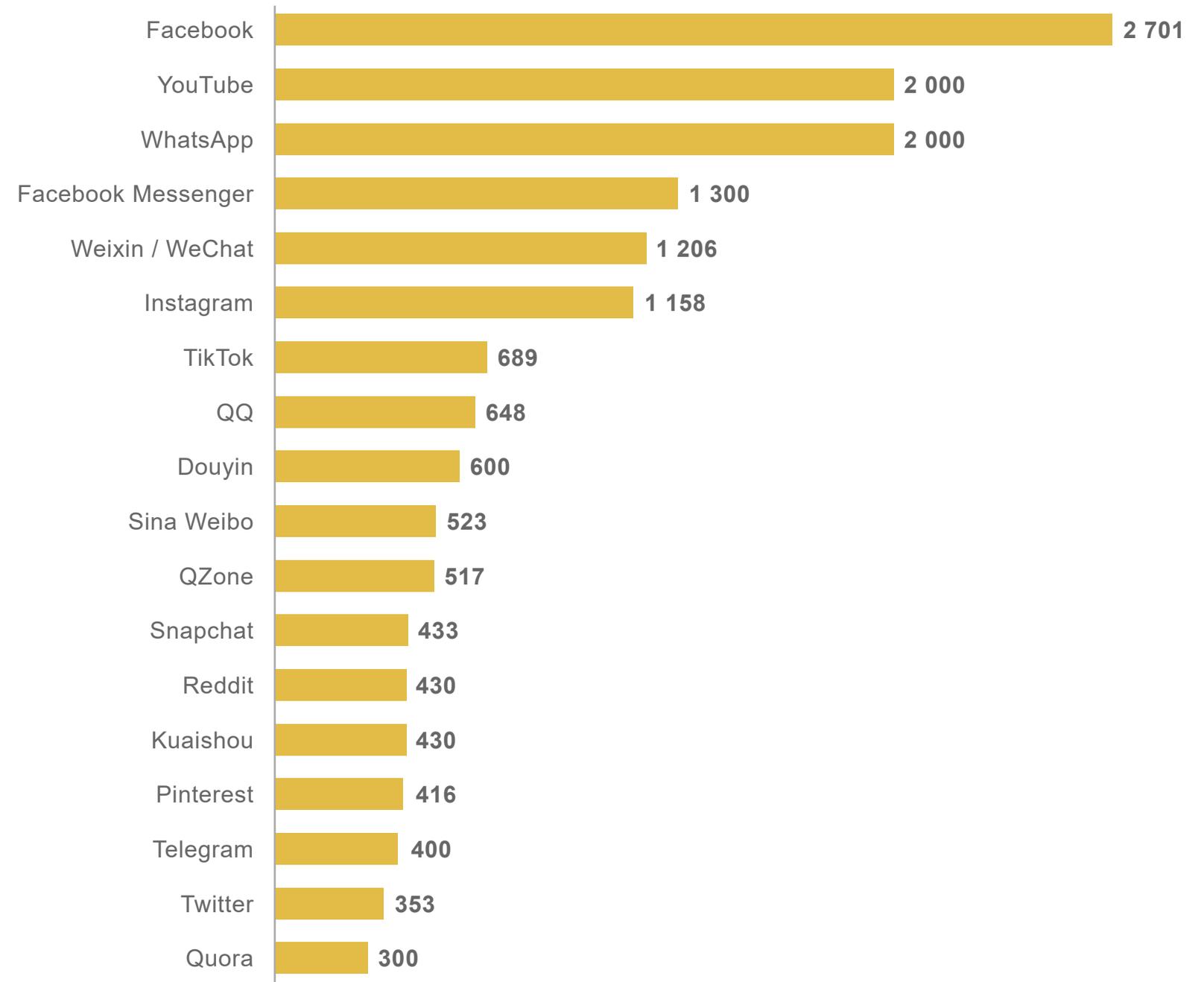
and counting



MOST POPULAR SOCIAL NETWORKS

(in millions)

*Source: <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>



Number of active users in millions

WHY INDIA BANNED TIK TOK

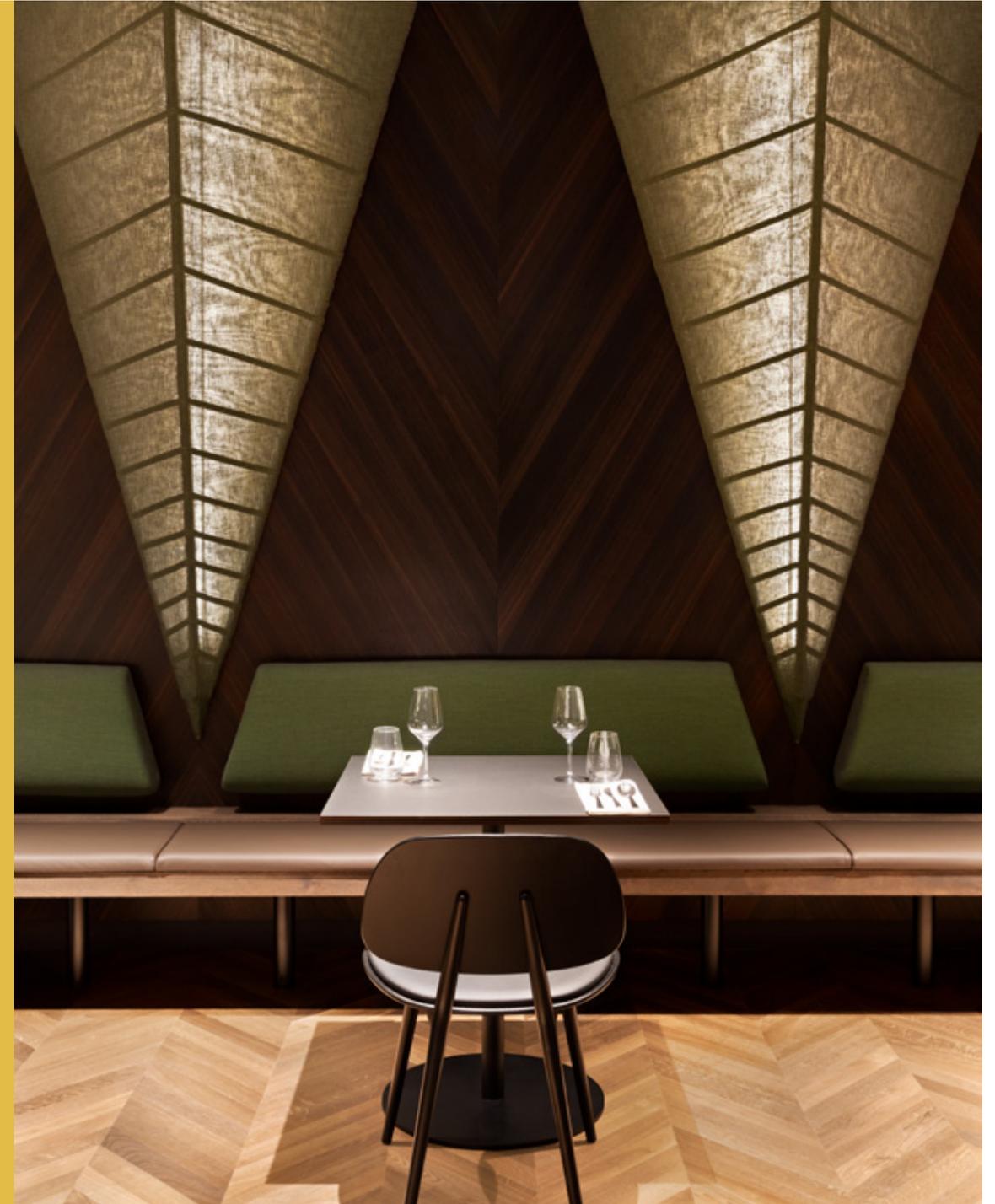


OWNERSHIP OF CONTENT IP

What is true ownership

Usage Rights

What restrictions exist





BEST PRACTICES

Clear Strategy

Organizational Buy-in

Public vs Private

Unique Hashtags



CONTROL OF BRAND MESSAGING



CLARITY



PLANNING



EXECUTION



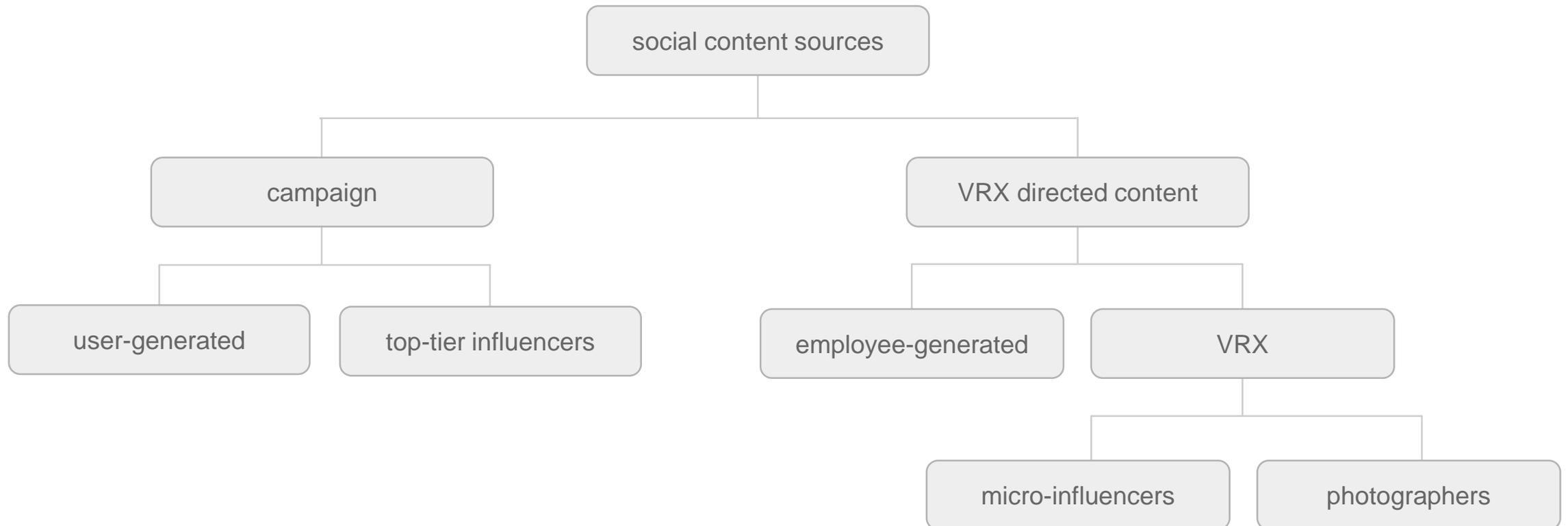
GOVERNANCE



EVOLUTION

THEMATIC STRATEGY

The VRX CAAS model augments the existing campaign-driven and user-generated social content that you are already sharing on your channels to increase engagement.



EFFICACY OF CONTENT

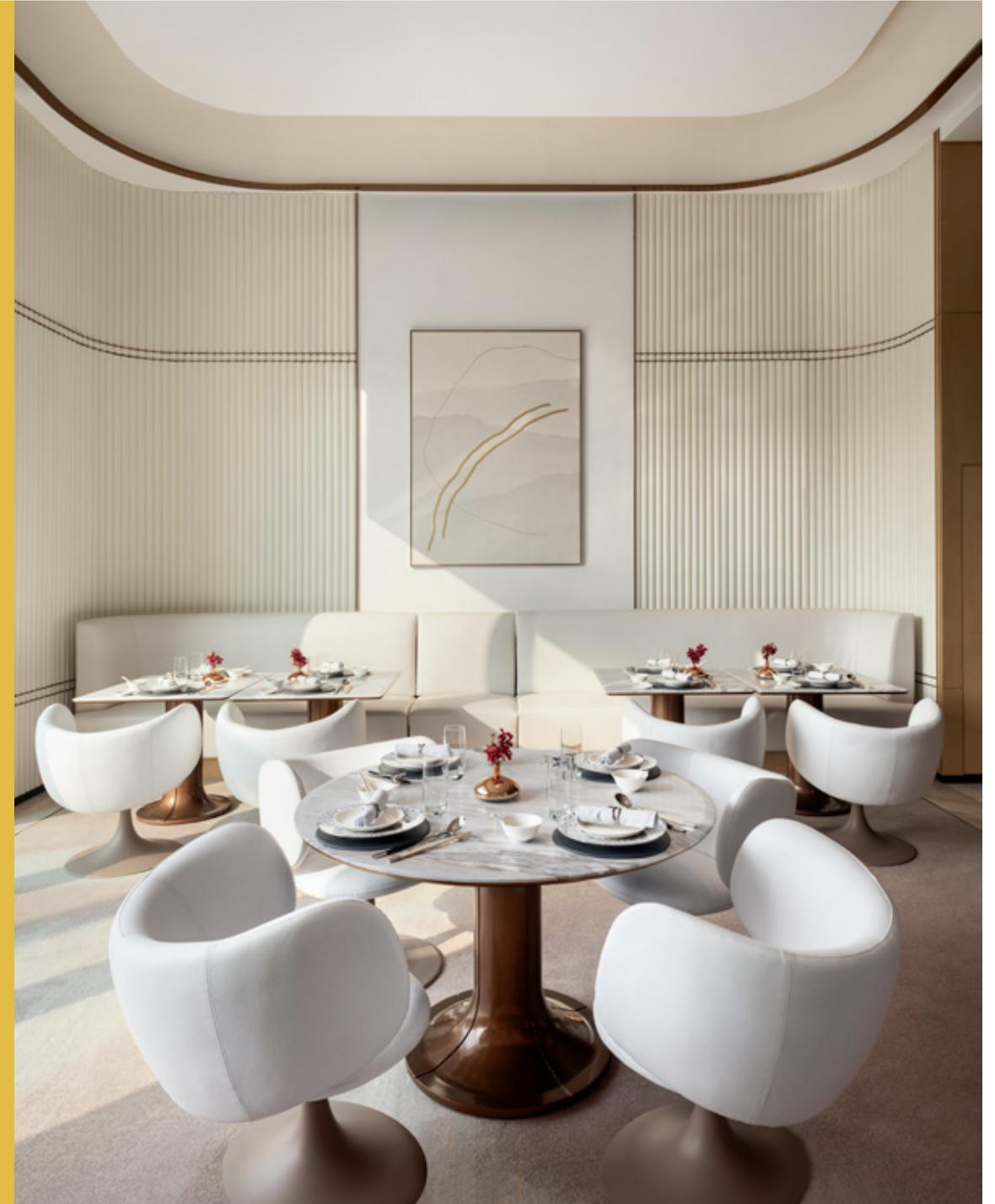
Brand sentiment

Shares / likes / comments

Call to action

Different KPIs

How to effectively measure





WHAT WE HAVE LEARNED

National

International

Cultural Interpretations

Q & A



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