

Westminster eForum Keynote Seminar: Policy priorities for social media

Timing: Morning, Wednesday, 10th July 2013

Venue: Wellcome Trust Lecture Hall, Royal Society, 6-9 Carlton House Terrace, London SW1Y 5AG

Agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chairman's opening remarks**
Sir Edward Garnier QC MP, former Solicitor General
- 9.05 - 9.15 **Regulatory and legal risks from content on social media**
John Cooper QC, Barrister, 25 Bedford Row
- 9.15 - 10.00 **Defamation and the regulation of user-generated content**
What are the emerging challenges facing legal authorities, regulators and service providers in addressing illegal and offensive content on message boards, social networks and other forms of user-generated content, particularly so as to protect vulnerable groups, such as young people? What are the implications for commercial and non-commercial sites of the government's response to the Leveson Inquiry when hosting user-generated content, particularly regarding liability to exceptional damages? Do the Crown Prosecution Service guidelines for social media encourage the judgement of comments in their context - e.g. to distinguish a joke from a terrorist threat? Overall, will the Defamation Act achieve a balance between enabling free expression online and the prevention of truly unacceptable behaviour by users on social media? Will secondary publishers - such as ISPs and online discussion forums - gain significant protection from liability? Will contributors to social platforms have to forsake anonymity and what would this mean for free speech online? Do the provisions within the Communications Act 2003 - which prevents the sending over public communications networks messages that are of a 'grossly offensive, indecent, obscene or menacing character' - take into account changes in online sensibilities and the rise of social networks and microblogging sites? Should legislation be considered to update and clarify the law in light of the range of different internet-related activity that now exists?
Gillian Phillips, Director of Editorial Legal Services, Guardian News & Media
David Allen Green, Head of Media, Preiskel & Co
Julian Ashworth, Director of Group Industry Policy, BT Group
Jamie Bartlett, Head, Violence and Extremism Programme and Director, Centre for the Analysis of Social Media, Demos
Questions and comments from the floor with **John Cooper QC**, Barrister, 25 Bedford Row
- 10.00 - 10.25 **Policy priorities for social platforms**
Richard Allan, Director of Policy EMEA, Facebook
Questions and comments from the floor
- 10.25 - 11.15 **Business challenges for social media engagement**
What are the commercial and legal challenges for businesses utilising social media services for both external communications for brand awareness and marketing, and internally for employee communication and engagement? How will the 'right to be forgotten' being put forward by the EU affect social media - including ownership of user information and their media content? How will the EU data protection framework reform change the relationship between European social media and businesses utilising social media platforms and content, as well as with services holding data outside the EU? Are ongoing IP reforms in the UK and the EU finding the right balance between protecting intellectual property and protecting what is seen as legitimate posting, hosting and sharing via social media?
Hazel Grant, Partner, Bristows
Gillian Caughey, Senior Manager, Foresight and Innovation, KPMG
Kristin Brewe, Director of Marketing & Communications, IAB and Chair, Social Media Council
Kieran Hannon, Director, eSocialMedia
Questions and comments from the floor
- 11.15 - 11.20 **Chairman's closing remarks**
Sir Edward Garnier QC MP, former Solicitor General
- 11.20 - 11.50 Coffee
- 11.50 - 11.55 **Chairman's opening remarks**
John Robertson MP, Chair, All-Party Parliamentary Group on Communications
- 11.55 - 12.10 **Understanding the value of social media**
What are the potential benefits of monitoring and analysing trends in social media and engagement for delivering value to online and offline services?
Giles Palmer, Founder and Chief Executive Officer, Brandwatch
- 12.10 - 12.55 **Advertising and marketing on social media**
What rules do advertisers need to follow on social media? How will EU data rules impact the development of advertising via social media? What benefits can social media create for businesses, particularly in relation to other forms of direct and online engagement? What can a successful social media strategy mean for a brand - and how should a return on investment be measured? Are marketing campaigns on social media ensuring transparency of their paid-for content? When can data and consumer profiling opportunities via social media add substantial value to new services? How are content providers using social platforms to increase engagement?
Lynsay Taffe, Director of Communications, Marketing and Public Affairs, Advertising Standards Authority (ASA)
Illico Elia, Head of Mobile, LBi
David Cushman, Strategy Partner, The Social Partners
Paul Fabretti, Head of Social Media, Telefónica Europe
Questions and comments from the floor with **Giles Palmer**, Founder and Chief Executive Officer, Brandwatch
- 12.55 - 13.00 **Chairman's and Westminster eForum closing remarks**
John Robertson MP, Chair, All-Party Parliamentary Group on Communications
Edward Rees, Forum Lead, Westminster eForum



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