

Adam Forman Quoted in "Yelp's 'Social Media War' Raises Eyebrows"

SHRM.org

March 11, 2016 | Media Coverage

Adam S. Forman, a Member of the Firm in the Employment, Labor, and Workforce Management practice, in the firm's Chicago and Detroit offices, was quoted in *SHRM.org*, in "Yelp's 'Social Media War' Raises Eyebrows," by Allen Smith.

Following is an excerpt:

"Engaging in a social media war is typically a recipe for trouble," said Adam Forman, an attorney with Epstein Becker Green in Chicago. "In addition to increasing its exposure to liability, an employer that responds on social media to criticisms about its decision to discharge an employee is risking a torrent of negative publicity. Due to the perceived balance of power, the former employee may, invariably, be viewed as the 'victim,' whereas the employer may come off as a cold, heartless bully.

"Just like a request from a prospective employer about a poor-performing former employee, the best response to a post on social media is to remain neutral," he said.

People



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