

# Grass Roots Marketing In The Digital Age: Beware The Legal Pitfalls

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Video and other digital content created by customers and posted on such social media as Facebook and Twitter to promote goods and services and build brand recognition are being used by businesses increasingly to get their names out and their products known to key demographics.

This "user-generated content" (UGC) marketing technique is powerful, effective and inexpensive. But it is also rife with potential legal pitfalls of which businesses will need to be aware.