

Social Media & Compliance

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COMPLIANCE WEEK 2010

Social Media & Compliance

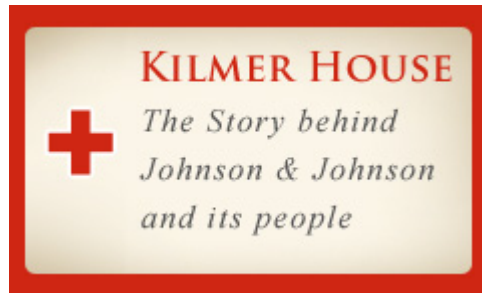
My Role at J&J

- Responsible for matters related to the Company's Board of Directors, shareholders, public company disclosures (including SEC filings) and subsidiary management.
- Reporting to the Corporate Secretary (Law Department).
- Staffing consists of Corporate Secretary, Assistant Corporate Secretary and four non-legal professionals.

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Example of How J&J is Using Social Media

- Blogs for discussions about the Company's history (KilmerHouse.com) and the Company's current events (JNJBTW.com)



Social Media & Compliance

Issues to Think Through in Advance

- Reputational
 - *Transparency*
 - *Accountability*
- Logistical
 - *Site Owner*
 - *Accountability*
 - *Knowledge/Training*
 - *Maintenance*
 - *Copy Review Process*
 - *User-Generated Content*

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Issues to Think Through in Advance

- Legal/Compliance
 - *Copyright and Other Third-Party Intellectual Property*
 - *Privacy/Consent*
 - *Minors*
 - *Competitors, Vendors and Collaborators*
 - *Adverse Event and Off-Label Mentions*
 - *Litigation Hold Notices/Discovery*
 - *Registration*
 - *Oversight*