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Sommario/riassunto	Public and private sector organizations must tread carefully with social networks or risk the possibility of legal entanglements, loss of business, and perhaps worst of all, unhappy customers. In this report, expert and attorney Peter Vogel, discusses the key areas of concern that organizations should be aware of as they ramp up the use of social tools and networks to engage their customers and business partners. Track: Peak performance methodologies and proven practices that advance the management skills of IT professionals. Learning objectives: Understand the current state of social media and its impact on business and organizations today. Recognize the current business and legal challenges that surround the use of social software and networks across the enterprise. Identify best practices to maximize the benefits of social investments.