



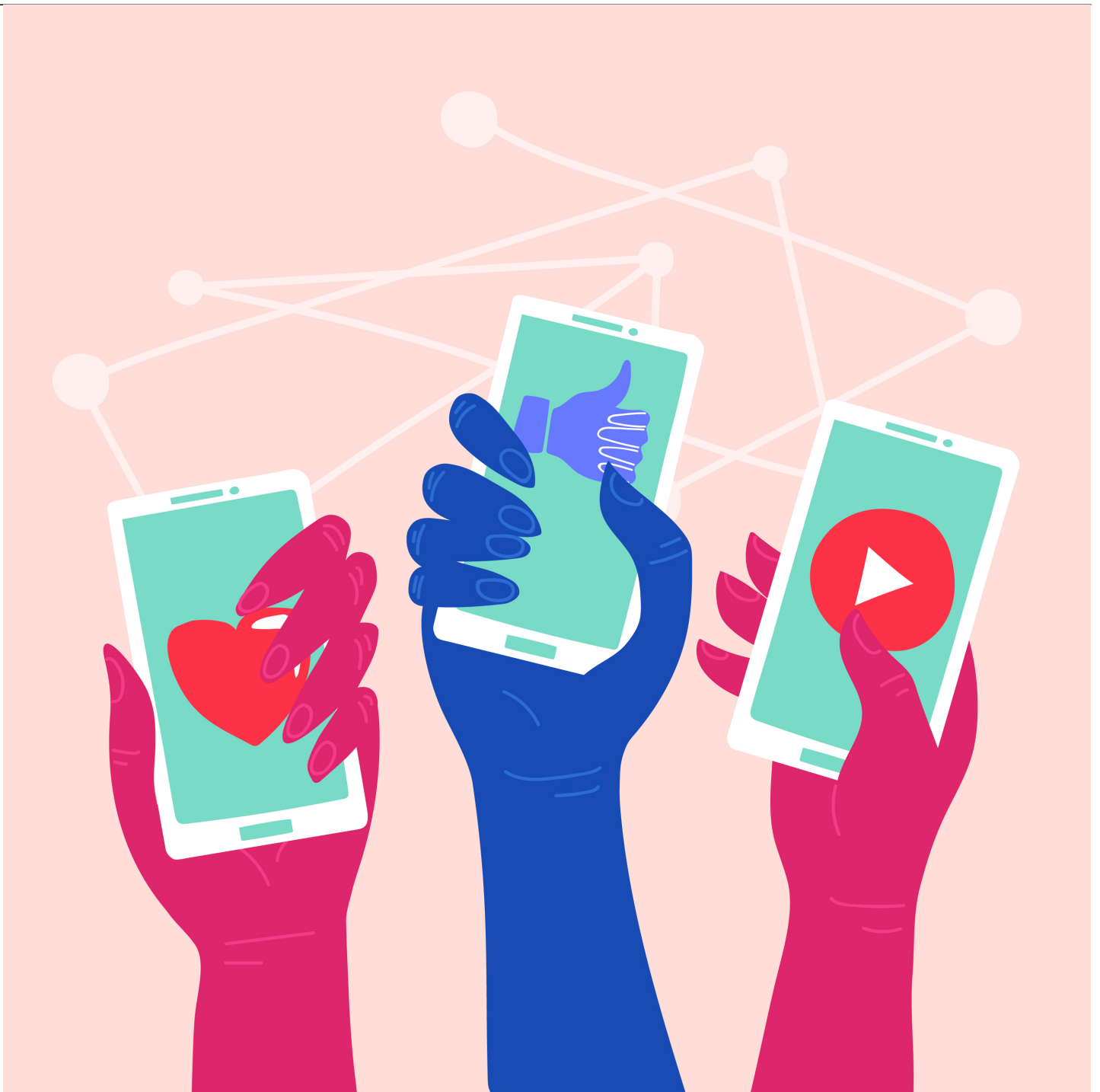
## **The In-house Influencer**

**Compliance and Ethics**

**Employment and Labor**

**Sports and Entertainment**

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**Brad Shear, an in-house influencer with over a million followers on TikTok, talks about how he accidentally became a viral star by posting 15-second legal tips for his young audience.**

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**As the in-house counsel for your digitally focused company, why did you decide to utilize social media platforms as an influencer?**

It happened by accident. Last year, my oldest son said he wanted a TikTok account and I set it up so his privacy would be protected. At that point, I noticed there were no lawyers providing useful

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educational information to TikTok users. While the app was created for dancing and lip synching to music, I thought it was worth a try to share my talent, posting unbiased educational information. Since I can't dance like Patrick Swayze, sing like Axl Rose, or have Brad Pitt's good looks, I would have to be creative.

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Brad Shear offers 15-second clips that touch on legal issues and current events to over a million followers.

## **Why did you decide to become an influencer for other brands?**

Brands started to reach out to me after I gained over a million followers on TikTok. In general, you do not decide to become an online influencer, others anoint you. When the brand is something I believe in, a product I may use, or it is a good fit for my followers, then being a brand ambassador is worth it.

## **Do you think other in-house counsel could do the same? If so, how?**

Of course (as long as your company clears it)! Like anything else, you need to have an outgoing personality that can mentally handle the potential negative repercussions. I have advised pro-athletes, entertainers, students, lawmakers, and other lawyers about social media issues for years and now I am personally experiencing similar pros and cons as I enter the "public" domain. It has also given me direct insight, from a company's perspective.

## **How can a company prepare for the reaction of an influencer post?**

As a company engaging with an influencer, be sure you can handle the negative that comes along with the positive reactions. Personally, I have experienced trolling, hate comments, death threats, and verbal attacks on things like my physical appearance. The positive comes via my followers telling me that I have made a positive difference in their lives!

**This article is part of a larger series on how influencers and in-house counsel can work together. Read "[Under the Influence](#)" for unique risks facing the company's reputation and brand and "[Terms and Conditions to Include in Your Influencer Agreement](#)" if you are considering contracting with an influencer.**





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Jocelyn A. Merced previously worked as a law clerk to the Honorable Bernadette N. DeCastro in the Civil Division of the Superior Court of New Jersey - Hudson County. While a law clerk, she handled a diverse caseload, including employment law cases requiring determinations as to the discoverability of certain documents.

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