

"Viral Comms Crises Create Dual Corp. Governance Threats," *Law360*

Publications

September 16, 2025
By: Joanna Ludlam

In an op-ed for *Law360*, Partner Joanna Ludlam examines the growing convergence between reputational and regulatory risks in today's social media age. Drawing on high-profile examples like the recent viral fallout involving a tech CEO at a Coldplay concert, she explores how digital virality and legislative scrutiny now combine to create unprecedented challenges for corporations.

"In an era where regulatory scrutiny unfolds with unprecedented transparency, corporate legal teams face a dual challenge: the rising frequency of legislative hearings and public inquiries, and the accelerating reputational impact fueled by social media," said Joanna.

She continued, "These forces have fundamentally transformed hearings from procedural obligations into high-stakes public events, while social platforms amplify every nuance, statement or misstep, often beyond a firm's control... organizations can no longer treat hearings or digital backlash as isolated concerns. Instead, they must be anticipated and integrated into legal, communications and governance functions in real time."

In her piece, Joanna sets out a roadmap for legal counsel and boards of directors to adapt to this evolving environment, offering practical steps to manage hearings, mitigate viral risks, and modernize corporate governance frameworks. It underscores the critical need for real-time readiness, integrated communication-legal strategies, and forward-looking crisis protocols.

As Chair of the London Public Law and Crisis Management Practice, and Co-Chair of the firm's Global Hearing Preparation and Global Crisis Management and Strategic Risk practices, Joanna brings a unique skill set and steady guidance to clients facing sensitive, high stakes matters. Joanna's strategic, level-headed approach offers clear direction in moments of intense public and legal pressure. She counsels C-suite executives and boards on corporate criminal liability, regulatory compliance, and reputational issues.

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