

Social Media



A Human Resources Perspective on Social Media

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Social Media

Testing your social media language: Please unscramble the following terms

1. codoe

5. eympasc

2. ewtete

6. lbgo

3. hosowt

7. iscola amdie

4. cafbkoeo

8. gimorlebo

Social Media

Testing your social media language: Answers

1. dooce

2. tweet

3. twoosh

4. facebook

5. myspace

6. blog

7. social media

8. mircoblog

Social Media

- Over 30% of internet use at work is non-business related (including on-line shopping and pornography)
- 18.5 billion minutes per day on websites
- 1 in 4 people prefer email to face to face communication

Social Media

Where do we start?

1. What is our company's position on the use of social media.
2. What are the employment concerns?
3. Are we able to weigh the benefits and risks?
4. What does a policy even look like?
5. How do we consistently enforce a policy?

Social Media

- What is our company's position on the use of social media?
 - Do you currently or have plans in the near future to use it for marketing?
 - Do you encourage your employees (even just a particular segment) to police and leverage the web?
 - Have you done a search to know how many of your employees are talking about your company and what they are saying?

Social Media

- What are the employment concerns?
 - Pre-employment
 - Background web-searches
 - Application issues
 - Discrimination and protected class status
 - During employment
 - On-work
 - Off-work
 - Blogs, social communities,
 - Post-employment

Social Media

- Weighing the benefits and risks.
 - What affect will not using social media have on:
 - Your recruitment?
 - Your retention?
 - Your reputation/brand?
 - Your problem solving abilities?
 - Your ability to communicate effectively?

Social Media

- Your right, you need a policy!
 - Will your policy be encouraging or discouraging?
 - What considerations should you ponder and include in your policy?



Social Media

- Policy Considerations
 - A Company position statement regarding social media
 - Proprietary and Confidential Information
 - Discriminatory language including sexual innuendo
 - Defamatory language
 - Statement that the views are the employees alone if identifying or easily identified with the company

Social Media

- Policy Considerations continued
 - Professional behavior expectations on and off work
 - Expectation of privacy (web-based e-mail that is password protected but accessed from work)
 - Use of informal reviews of subordinates (current and past)
 - Use of company logos, etc
 - Blogging on work time

Social Media

- Policy Considerations continued
 - Statement of not interfering with NLRA
 - Prohibition of unlawful activity (pornography)
 - The company's right to take disciplinary action
 - A clearly outlined reporting mechanism
 - A designated management member to address questions regarding potential content
 - Respectful of customers, vendors, clients, patients, etc.
 - Company e-mail address for personal use

Social Media

- Case Study “Airline Attendant Fired for Blogging” reported by MSNBC September 2005

An airline flight attendant was fired for posting provocative pictures of herself in an Airline uniform on her blog.

One photo showed her in her uniform with her blouse partially opened exposing her bra. Another showed her stretched across several seats with her skirt “hiked”.



Social Media

- Case Study “Girl fired for Claiming She Was Bored” as reported by Telegraph.uk.co

Administrative office worker fired for posting on facebook that she was bored during working hours.

Bosses handed her a letter telling her they were ending her employment 'with immediate effect'.

It read: "Following your comments made on Facebook about your job and the company we feel it is better that, as you are not happy and do not enjoy your work we end your employment."



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