



# Social Media Policy

Do you have a Social Media Policy?  
New legislation is redefining your risks.



# Which Mistakes?



- 1) Do employees or you read updates on other employee's social media accounts as twitter and facebook?
  - If you are a supervisor, you might gain information that is not appropriate for your boss-employee relationship. This could become a harassment issue or bullying, stalking...
- 2) Do employees or you talk about work on blogs or other social media environments?
  - This is where confidential information can be shared without realizing it until the damage has been done. Clear rules are needed in this area.
- 3) Do employees or you friend fellow employees?
  - This could be twisted later into an example of harassment.
  - Is 'friending' different from being 'LinkedIn'?
- 4) Do you like, recommend, or praise employees through social media?
  - To do so means that a problem could occur if you need to discipline or fire that person.
  - Also if the person who was praised is not selected for a promotion, there could be a problem.
- 5) Do your employees complain through social media about work related topics or issues?
  - This kind of behavior can cause storms of fury, significant bad press, brand issues...
- 6) Do employees and you differentiate between at home and at work behavior if the topic is work?

**There are many possible mistakes to avoid.**



# Are You Dangerously Exposed

- Do your employees know what the risks are when using email, twitter, facebook, LinkedIn, reviewing the restaurant where they took a client or ...?
- Much of the information they may have read or what you have brought back from tradeshow is too general, it really does not help.
- Most marketing teams are focused on building awareness, that is their job. Who is watching the company's liability risks?
- Recent legislation has been passed and more is coming.

**If you have not considered these items, your company is dangerously exposed!**



# Social Media Liability

## Reduce The Risks



- Have a clear and detailed policy that fits your situation
  - Your social media policy should spell out the ways your employees can get into trouble. It needs to provide clear guidelines for using all forms of social media. The outdated method of telling employees to not visit porn sites and not forwarding jokes on company equipment or time is inadequate. New technologies require you to address them with current language.
- Training to activate and support your policy
  - Do not assume employees will read your policy, if you do, it is like leaving the keys in your car on a busy street. Employees will blame the company for not training them. Jury's tend to agree with employees whom have not been provided with the right training-tools to keep them safe.



# SM Policies Are Not Followed

- Fewer employees follow social media policies
  - 2011: 44% versus 2010: 48%

- Fewer companies are monitoring employees
  - 2011: 59% versus 2010: 71%

**Arizona Daily Star fired copy Editor**  
**for posting offensive and inappropriate Tweets**

“The Arizona Daily Star’s copy editors are the most witty and creative people in the world. Or at least they think they are.”

“WHAT?!?!? No overnight homicide? WTF? You’re slacking Tucson.”

“You stay homicidal, Tucson. See Star Net for the bloody deets.”

- Thus corporate risk is growing
  - Ask Ruby Communications to help



# Even Executives Need Training

## GoDaddy president's elephant search criticized

The fill in place of the Ethical behavior of Animals initiated an online stay away from of GoDaddy.com and its services until Parsons according to the organizations website. Parsons own swamped by disapproving clarification re the record, who are upset regarding this are brute lovers, Parso is fashionable the acceptable place but they emphat location. He called the verity with the aim of the elep used for the community a bonus.



@SandraSellani  
Sandra Sellani\_Brand

Go Daddy President Slays Elephant in Zimbabwe. He's gotta go, daddy!

## GoDaddy CEO kills elephant, tweets and vids it

By Griffith Park Wayist at 4/03/2011 08:33:00 AM

Additional 4/10/11:

WebProNews details the after-the-fact editing and sanitizing of GoDaddy CEO Bob Parson's "vacation video", including the removal of the image of the dead elephant and other more graphic images.

Guess he thought better of advert leadership.

community.livejournal.com/ohnot7831473.html

April 01, 2011

Print | Email

## GoDaddy.com CEO Under Fire for Killing African Elephant

Godaddy.com CEO Bob Parsons has convinced himself that he's a humanitarian. I think he's got a long way to go before recently to shoot an elephant for a the man known for racy Super enter into some selfless act of

The Washington Post 1 month ago

## GoDaddy.com CEO faces backlash for elephant shooting

There's a movement to boycott the domain-name hosting company [GoDaddy.com](http://GoDaddy.com), after CEO [Bob Parsons](#) posted a video of himself shooting an elephant in [Zimbabwe](#). On March 14, Parsons linked to a (graphic) video from his vacation in Zimbabwe, where he particip [FULL ARTICLE AT THE WASHINGTON POST](#)



# Don't Lose Customers

## Your Staff Needs Training

- *Redner Group Loses Biggest Client Over Tweet*
  - *Social-Media Gaffe Took Aim at Poor Reviews of 'Duke Nukem Forever'*  
By: Alexandra Bruell Published in Ad Age: June 15, 2011
- **This is an example of forgetting who the customer is and what they expect.**
- James Redner, worked on various projects and handled media relations for the launch of "Duke Nukem Forever" since 2009.
- He told Ad Age, "I used a public forum to voice my complaints and I know better. I poured my soul into the project and when I read the review I felt like a father trying to protect his son. In hindsight, I should have approached the writer directly."



# Email Policies



- A strong email policy is part of a strong social media policy.
- ‘Flaming’ in an email or sharing confidential information tends to do more damage than traditional handwritten notes and letters.
- Training employees on how to accomplish their communication goals without putting themselves or the company at risk is very important.
- Build awareness of the risks associated with clicking *send*.



# It Is Safe At Home

*Not really*

- Employees tend to have a false sense of privacy at home. People relax at home or forget they are using their work computer, smartphone or tablet that have rules of use.
- Employees do not realize what they do on a work device can become valuable evidence in legal cases.
- New laws have opened the door for employers to access employee files and devices.





# If You Do Not Have A Policy

It is only a matter of time before you have a problem

- \$2 million dollar lawsuit.
  - Teacher logs into Students facebook account.
- Sales Manger fired for cause after posting to social media, lawsuit followed...
- Employee email and text abusive messages to another employee.
  - Work place harassment lawsuit results from this.



## Next Steps

- Set an appointment with Ruby Communications to discuss your current state.
- Ruby will provide a questionnaire to complete before the meeting.
- A typical meeting is one hour to establish the direction that is best.
- Ruby provides a plan for you to approve and then we move forward.

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