

Social Media's Impact on HR, Organizational Development, Legal Compliance & Comprehensive Operations/Communications
Highlights of HRS Address at Loyola University - Chicago... March 2010

The Right Social Media Policy Teaches...



- Organizational Communications including Information Flow
- E-tiquette
- Conflict Reduction
- Privacy Protections including Legal Entitlements
- Marketing, PR, Employer Branding & Reputation
- Electronics Communications Policies & Ownership
- Time Management plus What Constitutes Time Away from Work
- Intellectual Property Laws, Abidance & Liabilities
- Cost Savings & Efficiencies Company-Wide
- Judgment, Critical Thinking & Problem Solving
- Leveraging Personal and Professional Relationships for Positive Outcomes



Underappreciated Benefits of Social Media...

Used properly social media can educate, reach new audience, make you laugh, improve social and communication skills, reconnect with long lost friends, find a job, grow a business, explore new cultures, build relationships, enhance wellness, save time and save money.

Underappreciated Risks of Social Media...

If you don't want everyone to know, don't post it. Without full use of privacy controls, social media posts are likely to land at or around the #1 ranked page for you or others on the Internet. Search engines can then link individuals to employer, clients, family, schools, charitable causes, other people and organizations.

Case Studies from HRS Corporate Workshops...

A Few Examples as to Why Social Media Policy & Kinesthetic Training are Essential

- Team members bring diverse expectations, principles and extent of training in communications, internal and external. Social media training levels the playing field.
- The myth, "I am a person and therefore am entitled to personal communications and expression of ideas" is alive and well without damage control and appropriate boundaries.
- Audience adaptation is becoming a lost art.
- Most employees don't know how to use electronic communications and social media to save time, energy, focus and resources. Many employees abuse these resources without knowing.
- Harassment and other unlawful act complaints due to social media are on the rise.
- Executives and team members at all levels underappreciate the value of properly used social media in sustainable professional and business success.
- Many fail to understand their personal liabilities in breach of privacy, intellectual property and defamation of character.
- Most fail to understand the Internet's power to link and quickly spread damaging postings... without ability to delete and retract.
- Auditory training and video training cannot replace kinesthetic and trilogy approach training.
- Some people believe "common sense" exists, and there is nothing less common than sense.
- Most individuals are otherwise unsuccessful leveraging personal and professional relationships.
- Ask 10 people what they want, like and dislike from social media... you shall get 10 different answers.
- Privacy is sadly misunderstood. People lack toolsets in privacy laws, controls, expectations and consequences... and a little training goes a long way!

Minimum Elements of an Effective Social Media Policy...

- Benefits and appropriate use of social media.
- Consequences of inappropriate use.
- Ties to comprehensive electronics and IT policies.
- Ties to comprehensive communications policies including PR, customer and employee relations.
- Existence of and correlation to confidentiality, non-disclosure and/or non-compete Intellectual Property agreements.
- Criteria to judgment in avoiding unlawful acts to include harassment, slander/defamation of character, privacy violations, trade secrets laws and conflicts of interest.
- Discussion of enormous search exposure and ease of identity, employer and association linking.
- Ownership rights to postings.
- Permissible use of company time, systems, identity and email addresses.
- Criteria for overall judgment and critical thinking in use, toward avoidance of abuse.



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