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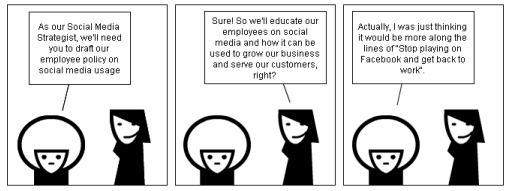**Social Media in the Workplace:
Strategies for Managing Compliance Risk**

**SCCE Compliance and Ethics Institute
Washington DC
October 8, 2013**

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Building A Social Media Strategy

seanrnicholson on 20. Mar, 2011 – Lang: English

View more social media cartoons at
www.socmedsean.com

As our Social Media Strategist, we'll need you to draft our employee policy on social media usage

Sure! So we'll educate our employees on social media and how it can be used to grow our business and serve our customers, right?

Actually, I was just thinking it would be more along the lines of "Stop playing on Facebook and get back to work".

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Social Media in the Workplace

In this session, we will discuss:

➢ **The growth of social media in the workplace and the opportunities and challenges it brings**

➢ **How you can help employees draw the line between work and personal life on social media**

➢ **One company's journey to develop a global policy and compliance infrastructure for social media that does not squelch the conversation**

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Social Media in the Workplace

What is Social Media?

Social media encompasses any site that allows you to *instantaneously connect and share information* with others. Who you share information with may be "friends," people you have opted to communicate with through sites such as Facebook, LinkedIn, Twitter; or, it may be to an anonymous group, like followers of a blog or community.

Social Media in the Workplace

The purpose of social media is to allow you to connect with others, build relationships, share information and contribute to discussions. Social media includes nearly every form of digital communication.

- Forums/Discussion Boards
- Blogs/Micro-Blogs
- Podcasts/Webcasts
- Collaborative Publishing/Wikis
- Web Feeds/News Feeds
- Social News
- Photo/Video Sharing

Social Media in the Workplace

Social Media Landscape

"nearly one in four people worldwide will use social networks in 2013" - EMarketer

"more trusted by millennials that corporate sites."

"Sharing On Facebook Is Worth 6 Times More Than A Twitter Tweet" – JeffBullas.com

Social Media in the Workplace

Why use it externally?

- Enhance brand recognition
- Engage consumers differently
- Reach a wider audience
- Appeal to specific target groups
- Attract talented employees

Social Media in the Workplace

Why use it internally?

- Allow employees to connect with peers globally
- Enables information sharing
- Facilitates collaborative working
- Enhances employee engagement
- New platform for education

Social Media in the Workplace

What are the risks?

- Corporate Reputation
- Regulatory Issues
- Code of Conduct and Policy Violations
- Lost Productivity

- Difficult to control
- Difficult to monitor

"Using Pseudonym, Whole Foods CEO Bashes Wild Oats"
- Supermarket News

Social Media in the Workplace

Risk Areas for Consideration

- Damage to your Brand

- Misuse of Confidential or Private Information

- Securities Laws and Insider Trading

- Discrimination and Harassment

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Social Media in the Workplace

Risk Areas for Consideration

- Misuse of Intellectual Property

- Damaged Business Partner Relationships

- Limitation of Employee Rights

- Security Issues

Same risks, potentially greater impact

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Social Media in the Workplace

Crafting Guidelines for Employee Use

- What is the company's position on social media use generally?

- What are the goals/objectives the company hopes to achieve through social media?

- Who will use social media on behalf of the company?

- When is an employee's post personal or for business?

- What role does your culture play?

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Social Media in the Workplace

Crafting Guidelines for Employee Use

- What role does your industry play?

- What role does your geographic footprint play?

- Do you really need something in addition to guidelines or policies (such as your Code) that already exist?

- How far reaching do you want to / need to be?

- How will you monitor / enforce?

Social Media in the Workplace

Best Practice Tips for Safe and Responsible Social Media Use*:

1. Be Transparent – Don't expect anonymity

2. Be Judicious – Not everything should be shared

3. Be Knowledgeable – Don't post about what you don't know

4. Be Conversational – Write in your own voice

5. Be Responsible – You are personally responsible for what you post

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Social Media in the Workplace

Best Practice Tips for Safe and Responsible Social Media Use*:

6. Be Considerate – Respect yourself and your peers

7. Be Thoughtful – Think about reactions before sharing

8. Be Valuable – Only post what adds value

9. Be Legal – Follow all laws and your company's policy

10. Be Safe – Be mindful of security risks

*adapted from a Corporate Executive Board source

Social Media in the Workplace

- Class Exercise – Crafting Social Media Guidelines

At this point in the presentation, small scenarios will be presented
to the group for consideration and discussion as if they were
crafting their own company guidelines.

Social Media in the Workplace

Building a Compliance Program for Social Media Use

- Understanding the Company's Social Media Strategy

- Identifying the Owners

- Determining what Written Standards are Needed

- Creating Engaging and Effective Training and Communication

- Monitoring and Enforcing to ensure Effectiveness

Social Media in the Workplace

Understanding the Company's Social Media Strategy

- Cross-functional, cross-business unit work group

- Stakeholder and employee interviews / focus groups

Social Media in the Workplace

Who has ownership of Social Media for the Company?

• Marketing

• Corporate Affairs

• Legal / Compliance

Social Media in the Workplace

What written standards are needed?

• Code of Business Conduct or Stand-alone Policy?

• Will one policy apply to all employees worldwide?

• What about external agencies using social media on our behalf?

• Will we need different guidelines for employees who use social media as part of their job responsibilities and those who only use social media internally or personally?

Social Media in the Workplace

What written standards are needed?

• How will we define "representing the company" on social media?

• What about the call for employees to be brand champions?

• What do all the lawyers say?

• What can employees expect in the way of monitoring?

Social Media in the Workplace

Key Policy Elements

- Clearly define who the policy applies to – employees, contractors, agencies etc.

- Clearly define when an employee is representing the company and when their social media use is considered personal

- Provide guidelines for both business and personal use

- Make a clear tie to the Code of Conduct and other policies

Social Media in the Workplace

Key Policy Elements

- Include examples of right way and wrong way behaviors

- State that employees should have no expectation of privacy and any use on company systems will be monitored

- Be clear on consequences for violating the policy

Social Media in the Workplace

How will we communicate and train?

- Consistent with our Culture (Our Brew)
  – Social Media and Corporate Reputation

- Engaging Stories
  – What's more social than beer?
  – 4 social media mistakes that could get you fired

- Tie to Corporate Responsibility and Ethics & Compliance
  – Page on E&C Portal
  – Featured in Our Beer Print Month

Social Media in the Workplace

How will we communicate and train?

- Use Social Media
  - Yammer Happy Hour
  - Responses to Blog Posts

- Online Tool Kits
  - Frequently Asked Questions
  - 4 Rules of Thumb for Personal Social Media Engagement
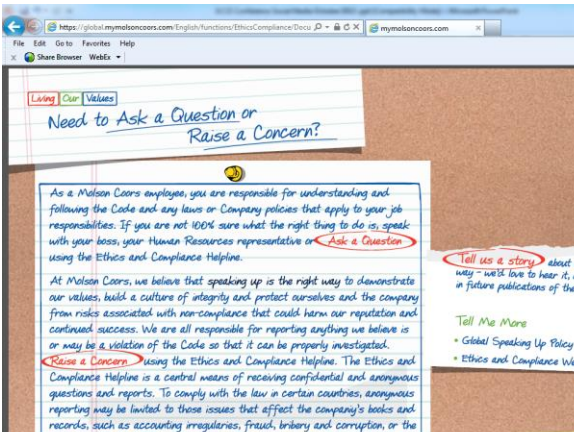 - Twitter Best Practices

Social Media in the Workplace

How will we monitor?

- Outside Services

- Internal Corporate Affairs Team

- Ethics and Compliance Helpline

- Ad hoc

Social Media in the Workplace

How will we enforce?

- Required policy affirmation and training

- Restrict use or further discipline for inappropriate use

Social Media in the Workplace