

## Social Media

### Risks & Redemption

Kortney Nordrum, Esq., CHC, CCEP  
Investigations & Risk Consultant, Deluxe Corporation

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## Standard Disclaimers

I am a lawyer, but I am not *your* lawyer – nothing in today's presentation is legal advice or should be construed as such.

I work for Deluxe, but everything you're going to see and hear in the next 3 hours is my own opinion and does not reflect the views of Deluxe or it's leadership.

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*"...in 2005 Facebook didn't exist for most people, 'Twitter' was still a sound, the cloud was something in the sky, 3G was a parking space, applications were what you sent colleges, and 'Skype' was a typo..."*

– Thomas Friedman

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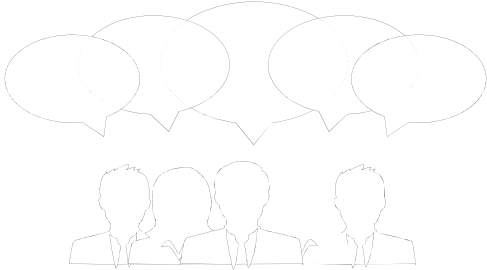
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### What is Social Media?

Websites and applications that enable users to **create** and **share content** or to **participate** in social networking



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Announcing the new pope in St. Peter's Square



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THIS IS  
sears

Sears  
www.searshc.com

Engaged Employer

5.7k  
Reviews

5.7k  
Salaries

1.6k  
Interviews

Follow

+ Add Review

sears

Former Employee - Anonymous Employee

Doesn't Recommend

Negative Outlook

Disapproves of CEO

I worked at Sears full-time (More than 3 years)

Pros

-Good advancement if you get along with upper management. -Time and a half for certain national holidays -Biweekly payroll -Decent discounts

Cons

-Horrible training -Management is lazy -Technology is outdated -Gossip Mill -Raises based on personal preference vs performance -People came to work intoxicated

Advice to Management

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Doesn't Recommend

Negative Outlook

No opinion of CEO

I worked at Sears part-time (More than a year)

Pros

The only things to look forward are the people you work with, and maybe a few repeat customers that understand the position you're in. I had good experiences with store managers, since they were generally close enough to the customers to understand the reality of things.

Cons

Upper management only cares about numbers. They don't care what you do as long as you min/max the target metrics at [redacted] Be prepared to go along with business practices you may not find ethically sound. Hounding people for extras and credit cards (sometimes multiple credit card applications) to just short of harassment is actively rewarded.

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Sears

www.searshc.com

Engaged Employer

5.7k

Reviews

5.7k

Salaries

1.6k

Interviews

Follow

+ Add Review

Cons

The upper management was a nightmare... who do you tell when the HR is crooked? :(

Advice to Management

Fire yourselves. Don't be offended when an employee that works under you is out shinning you or making more money than your salary. Working part-time employees for full time hours for consecutive weeks until it's one week before you have to offer them full-time is dishonest, unfair, and says something about your company culture and integrity. P.S. Talking about the staff over walkie talkies that management has while one is...

Show More

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The Rules

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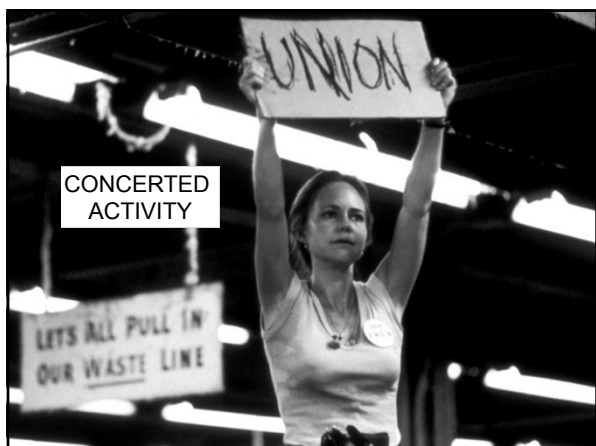
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YOUR  
EMPLOYEES CAN  
POST THIS...  
AND WORSE.

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84% of ORGANIZATIONS USE SOCIAL MEDIA IN HIRING DECISIONS

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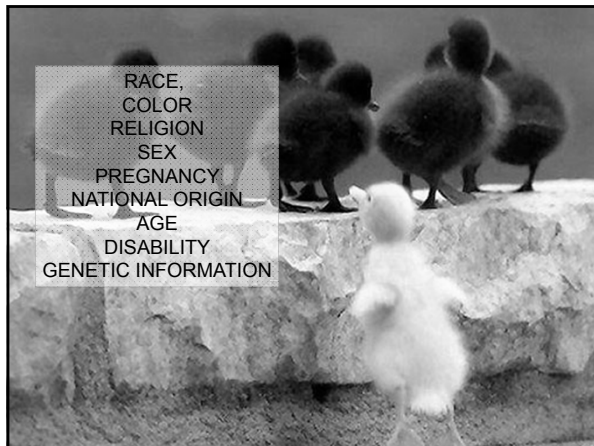
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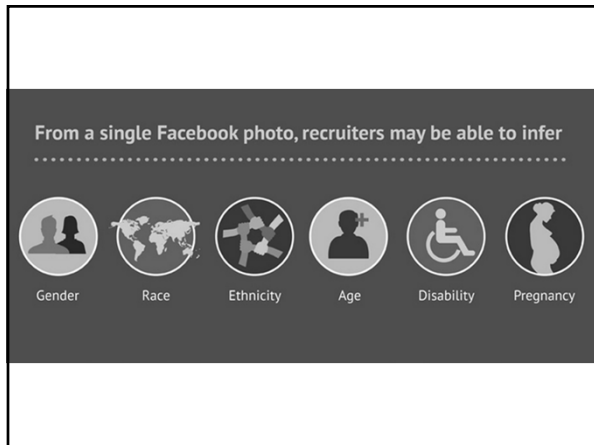
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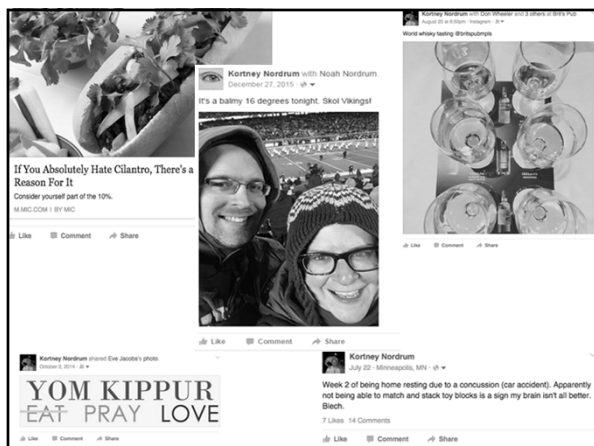
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## HARASSMENT

Employees **will** talk *to* and *about* each other on social media



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## INTELLECTUAL PROPERTY ISSUES



INFRINGEMENT



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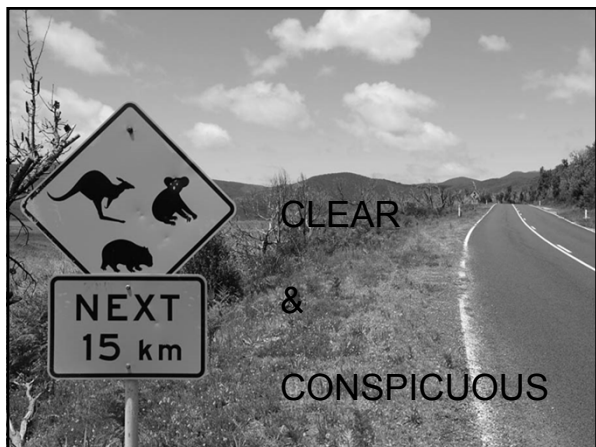
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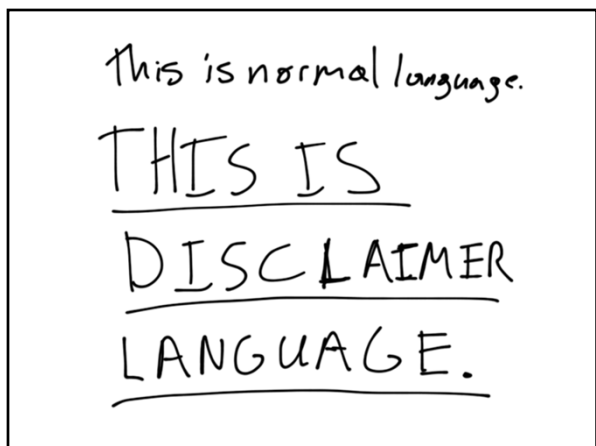
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kimkardashian
FOLLOWING


464k likes

kimkardashian OMG: Have you heard about this? As you guys know my #morningsickness has been pretty bad. I tried changing things about my lifestyle, like my diet, but nothing helped, so I talked to my doctor. He prescribed me #Diclegis. I felt a lot better and most importantly, it's been studied and there was no increased risk to the baby. I'm so excited and happy with my results that I'm partnering with Duchesnay USA to raise awareness about treating morning sickness. If you have morning sickness, be safe and sure to ask your doctor about the pill with the pregnant woman on it and find out more [www.diclegis.com](http://www.diclegis.com), [www.DiclegisImportantSafetyInfo.com](http://www.DiclegisImportantSafetyInfo.com)

View all 10,983 comments

Imoumaima @youssefchorfi

flawlessfashionstore ldk if shes getting paid for this and do not care. But it is safe for mom & baby. I called my doctor because i couldn't even keep water down.


Add a comment...

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kimkardashian
FOLLOWING

0 likes

#CorrectiveAd I guess you saw the attention my last #morningsickness post received. The FDA has told Duchesnay, Inc., that my last post about Diclegis (doxylamine succinate and pyridoxine HCl) was incomplete because it did not include any risk information or important limitations of use for Diclegis. A link to this information accompanied the post, but this didn't meet FDA requirements. So, I'm re-posting and sharing this important information about Diclegis. For US Residents Only. Diclegis is a prescription medicine used to treat nausea and vomiting of pregnancy in women who have not improved with change in diet or other non-medicine treatments. Limitation of Use: Diclegis has not been studied in women with hyperemesis gravidarum. Important Safety Information Do not take Diclegis if you are allergic to doxylamine succinate, other ethanolamine derivative antihistamines, pyridoxine hydrochloride or any of the ingredients in Diclegis. You should also not take Diclegis in combination with medicines called monoamine oxidase inhibitors (MAOIs), as these medicines can intensify and prolong the adverse CNS effects of Diclegis. The most common side effect of Diclegis is drowsiness. Do not drive, operate heavy machinery, or other activities that need your full attention unless your healthcare provider says that you may do so. Do not drink alcohol, or take other central nervous system depressants such as cough and cold medicines, certain pain medicines, and medicines that help you sleep while you take Diclegis. Severe drowsiness can happen or become worse causing falls or accidents. Tell your healthcare provider about all of your medical conditions, including if you are breastfeeding or plan to breastfeed. Diclegis can pass into your breast milk and may harm your baby. You should not breastfeed while using Diclegis. Additional safety information can be found at [www.DiclegisImportantSafetyInfo.com](http://www.DiclegisImportantSafetyInfo.com) or [www.Diclegis.com](http://www.Diclegis.com). Duchesnay USA encourages you to report negative side effects of prescription drugs to the FDA. Visit [www.fda.gov/medwatch](http://www.fda.gov/medwatch) or call 1-800-FDA-1088.

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Mergers & Acquisitions

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It's policy time!

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DRAFTING  
TIPS

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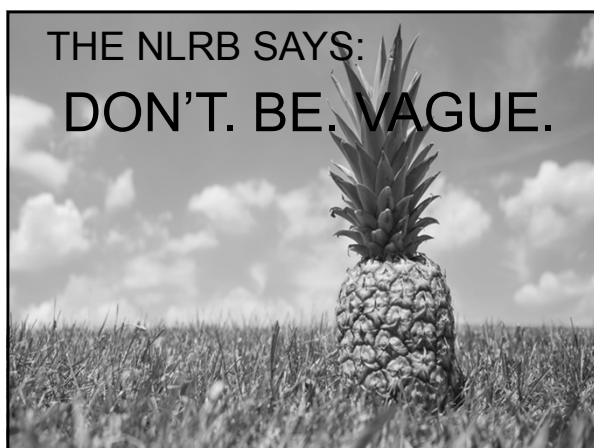
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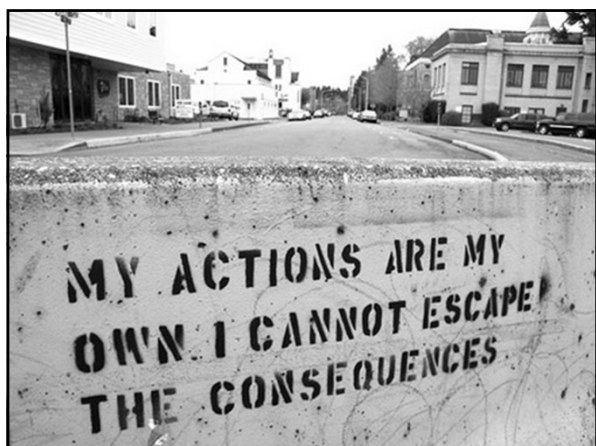
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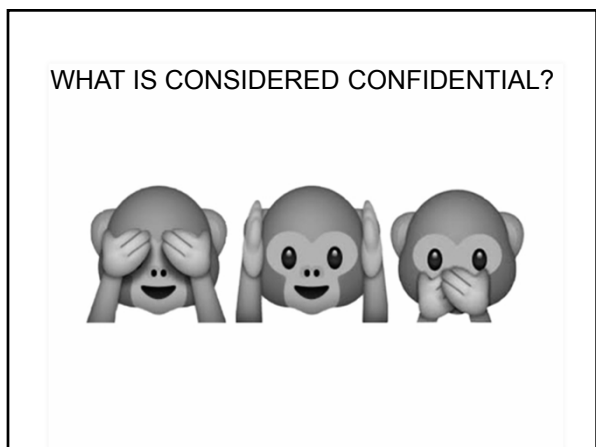
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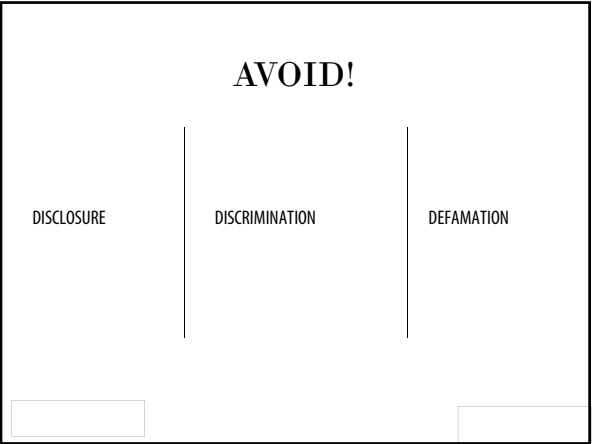
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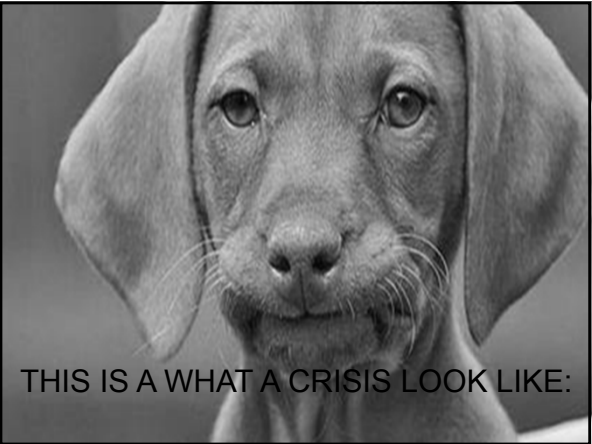
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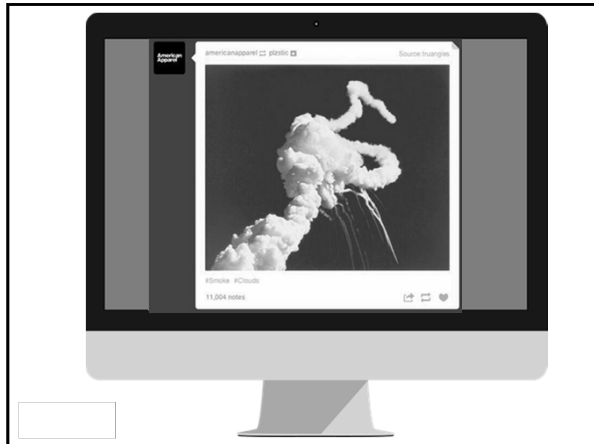
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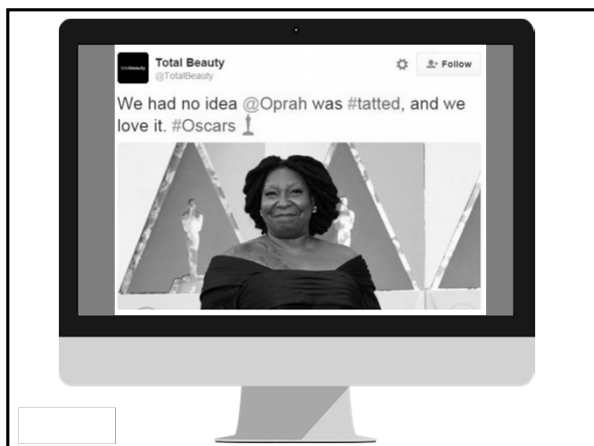
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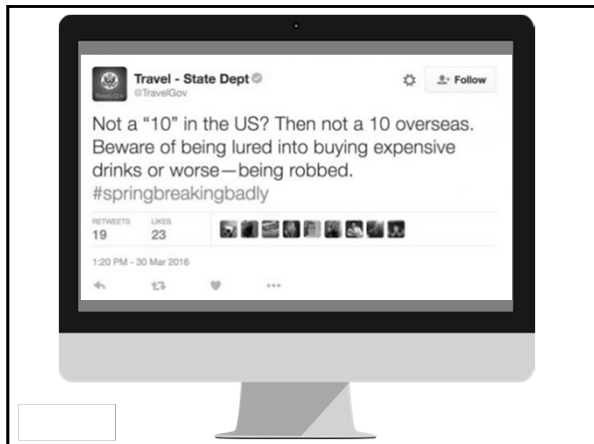
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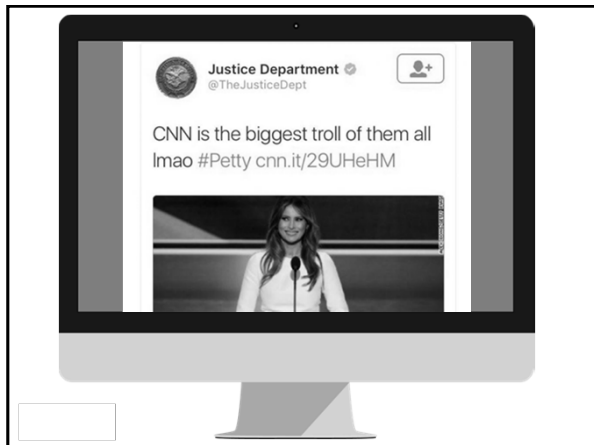
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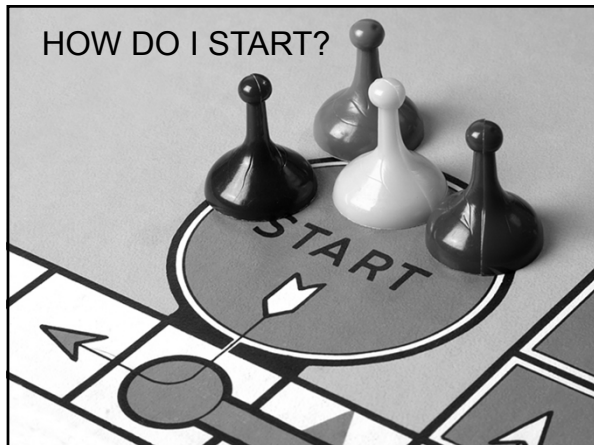
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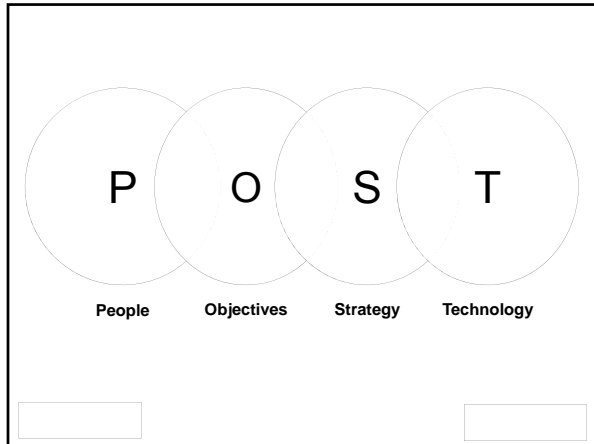
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