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Social Media & Compliance:

A Match Made in Heaven or...?

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Regulatory Counsel & Chief Compliance Officer, 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 hour is my own opinion and does not reflect the views of Deluxe or it's leadership.

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What is Social Media?



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142 minutes...per day



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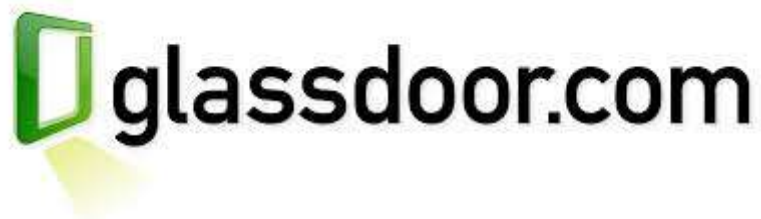
#MeToo

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Social Listening



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"Just a stepping stone "

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-Horrible training -Management is lazy -Technology is outdated -Gossip Mill -Raises based on personal preference vs performance -People came to work intoxicated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

Do some work and stop complaining. If you accepted the position own up to your responsibilities. Employees need time off on weekends sometimes and a schedule that

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"Not where you want to work "

★★★★★ Former Employee - Sales Associate

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 the expense of ethics. 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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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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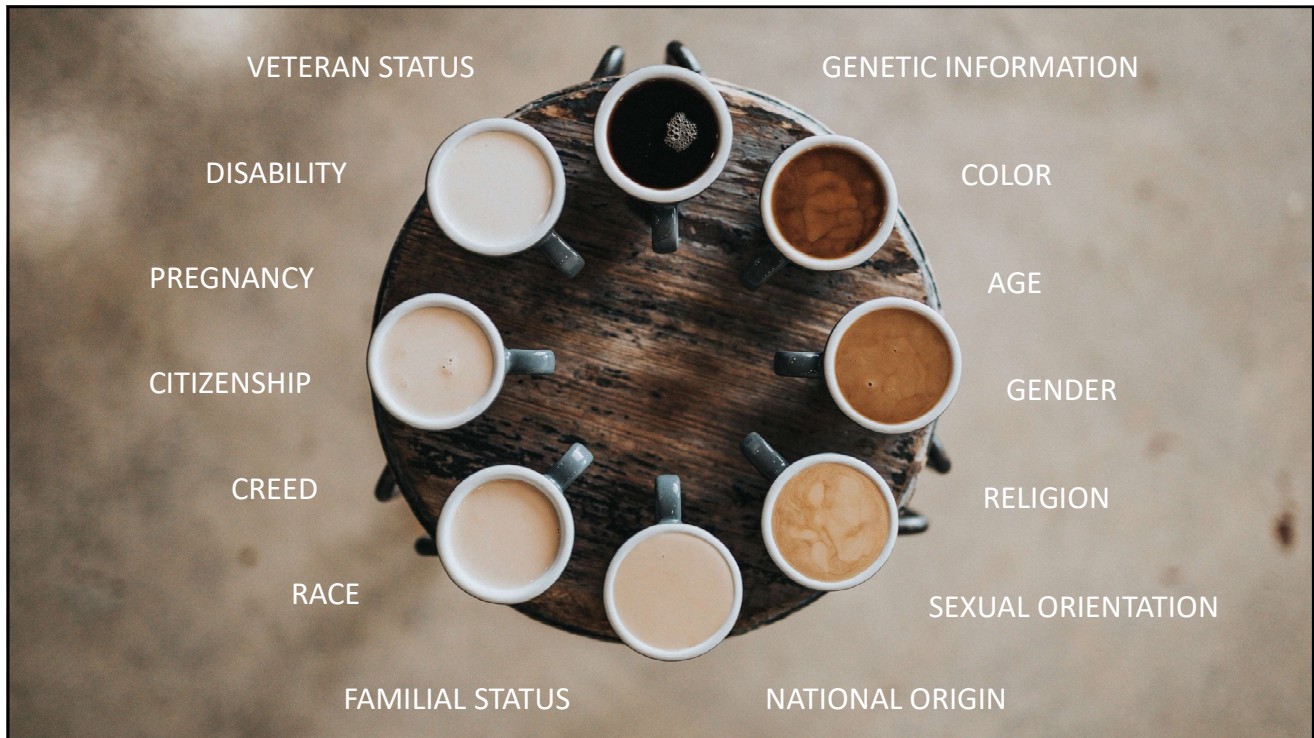
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INTELLECTUAL PROPERTY ISSUES



INFRINGEMENT



DISTRIBUTE INFORMATION BROADLY & NON-EXCLUSIVELY

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Elon Musk 
@elonmusk

 Follow

Major new Tesla product line -- not a car -- will be unveiled at our Hawthorne Design Studio on Thurs 8pm, April 30

6:35 PM - 30 Mar 2015

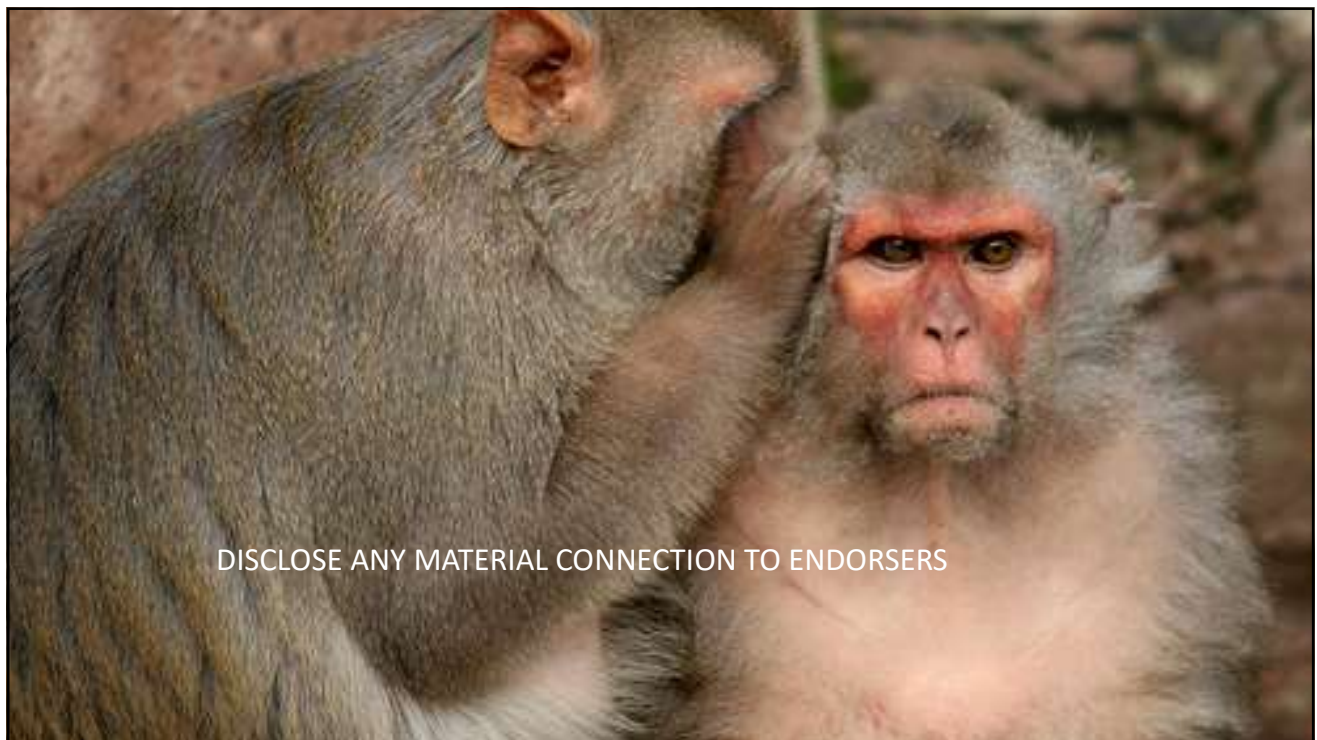
7,039 RETWEETS 5,449 FAVORITES



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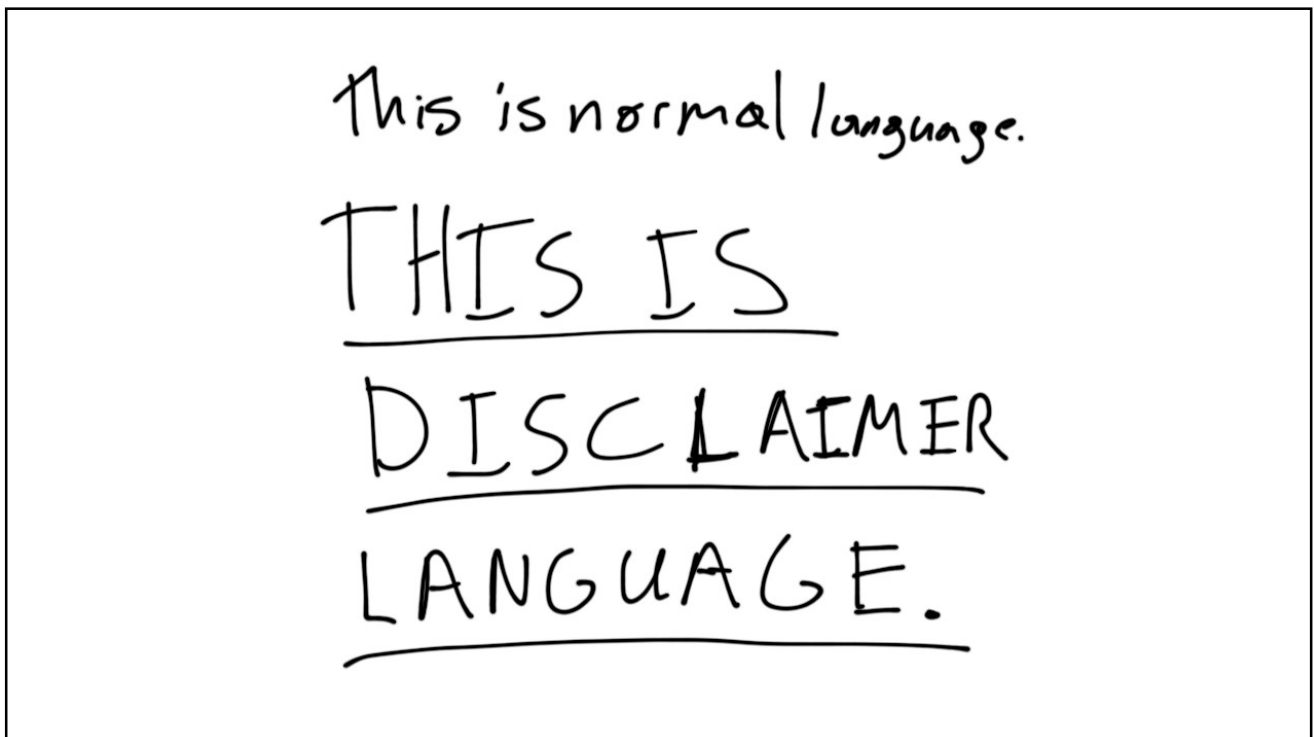
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464k likes 1w

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](#); [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.

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#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 or www.Diclegis.com. Duchesnay USA encourages you to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch or call 1-800-FDA-1088.

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Mergers & Acquisitions

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You may not make disparaging, false, misleading, harassing or discriminatory statements about or relating to Company, our employees, suppliers, customers, competition, or investors.

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You may not make disparaging, false, misleading, harassing or discriminatory statements about or relating to Company, our employees, suppliers, customers, competition, or investors.

An ALJ determined that the prohibition on “false” statements was overbroad because false statements are protected unless they are maliciously (knowing or recklessly) false. The ALJ also equated “disparaging” statements with those that are derogatory and ruled that employees have a protected right to make derogatory statements about the terms and conditions of employment.

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Employee postings to any website or blog that relate to your work or Company must include a disclaimer such as “The postings on this site are my own and do not represent my employer’s positions.”

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Employee postings to any website or blog that relate to your work or Company must include a disclaimer such as “The postings on this site are my own and do not represent my employer’s positions.

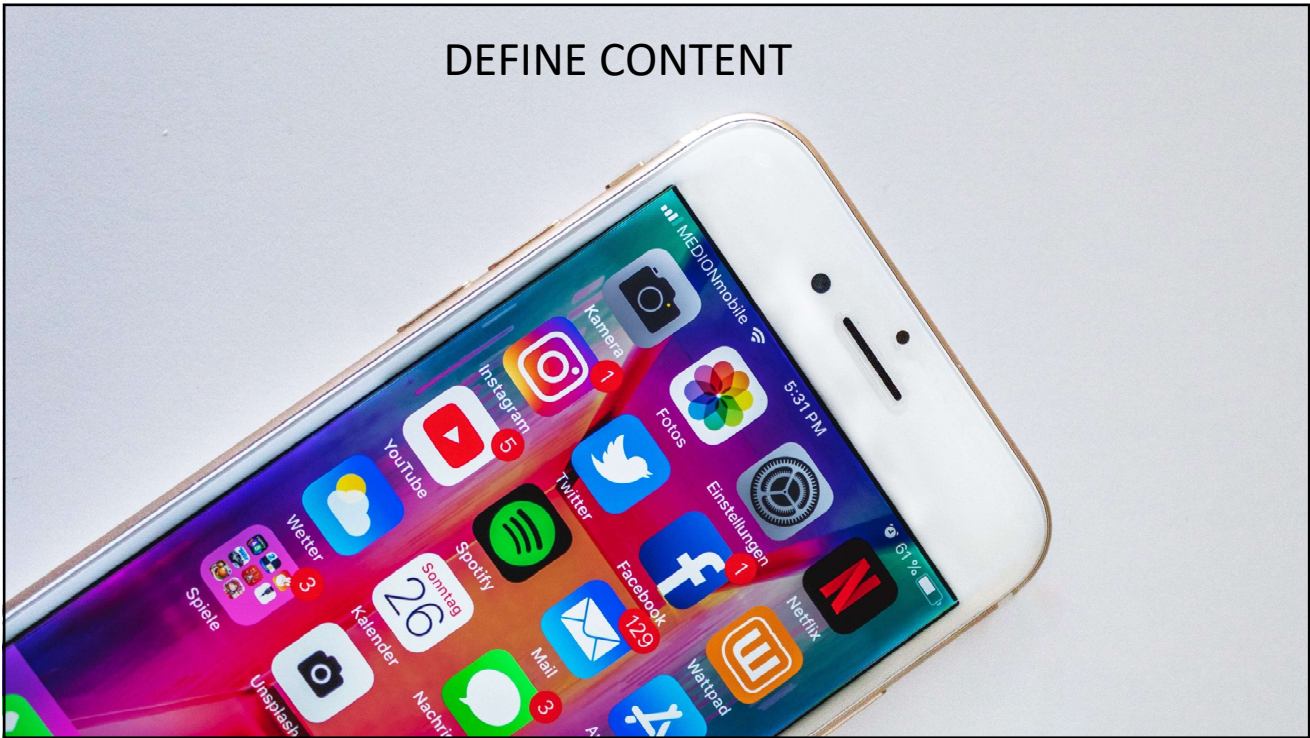
The NLRB considers this requirement unlawful. Employees have the right to post items about their employer anonymously, even if such postings are highly critical.

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DEFINE CONTENT



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DEFINE APPROVED BUSINESS USE

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WHAT IS CONSIDERED CONFIDENTIAL?

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DESIGNATE A SPOKESPERSON



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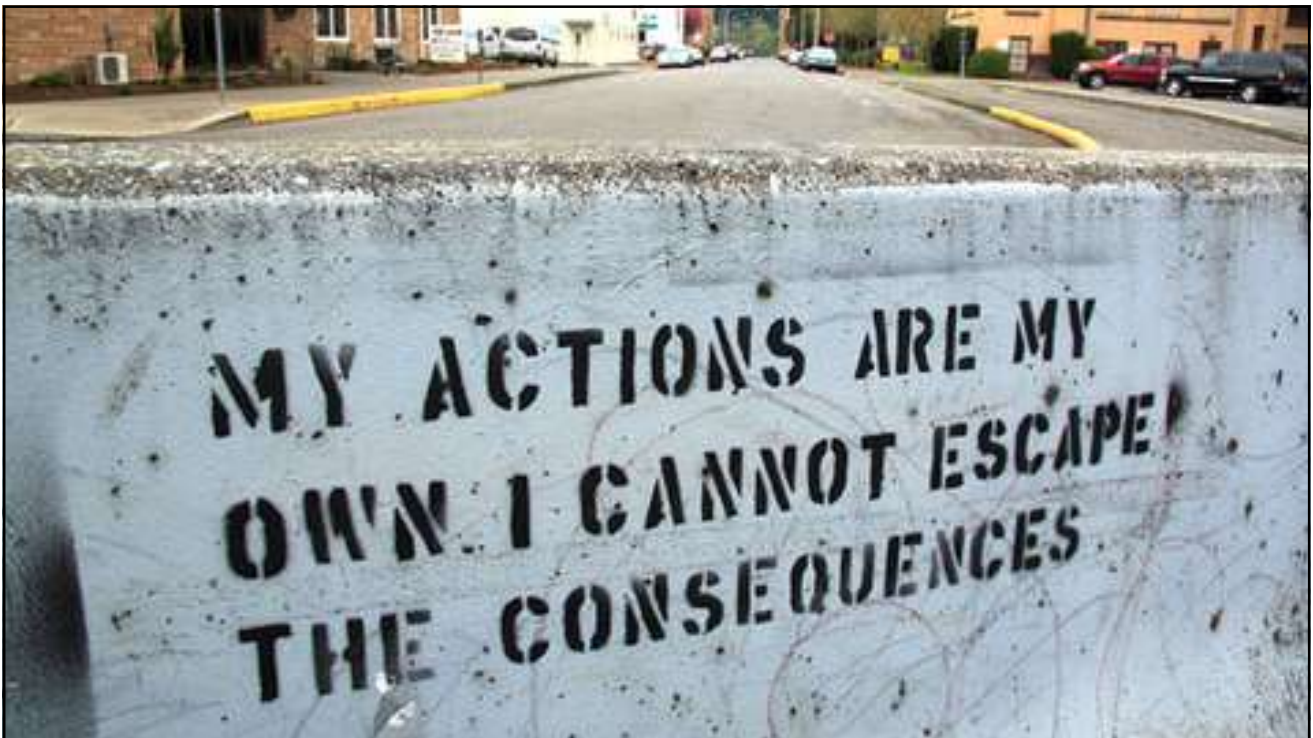
AVOID!

DISCLOSURE

DISCRIMINATION

DEFAMATION

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EXPECT &
PLAN
FOR A
CRISIS



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THIS IS A WHAT A CRISIS LOOKS LIKE:



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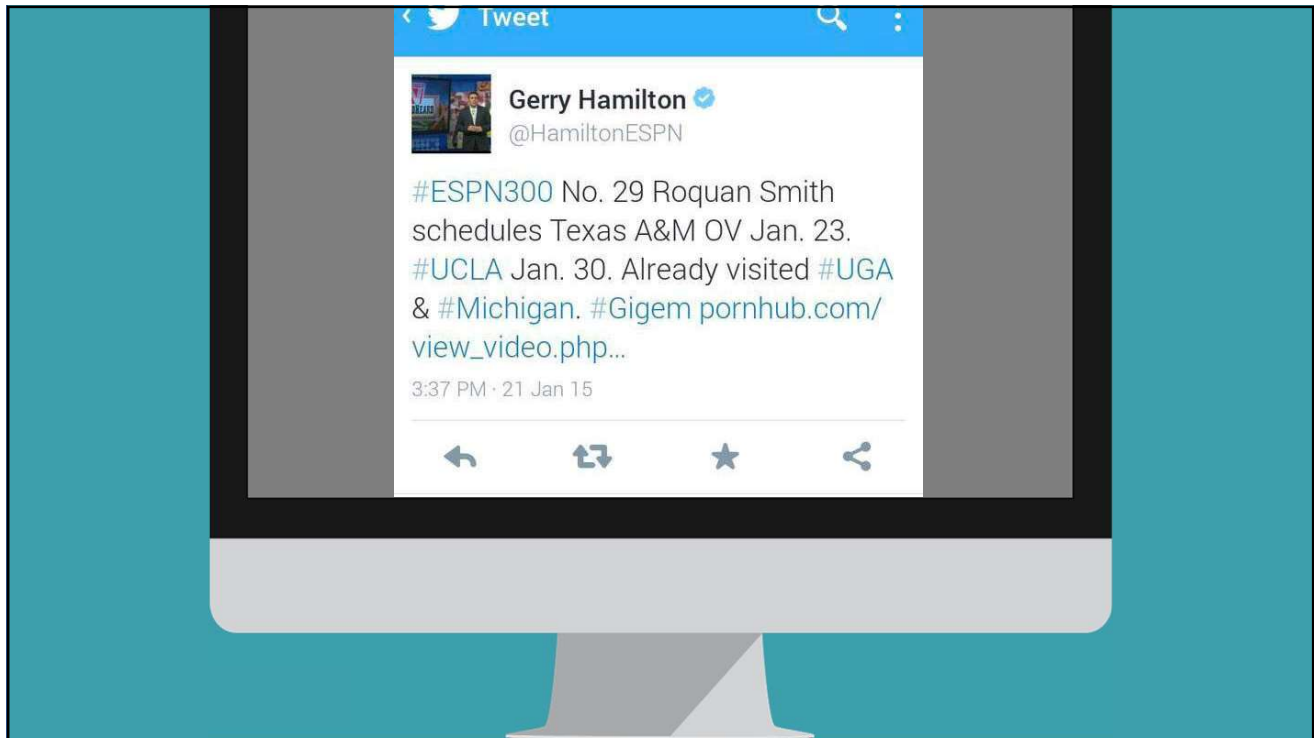
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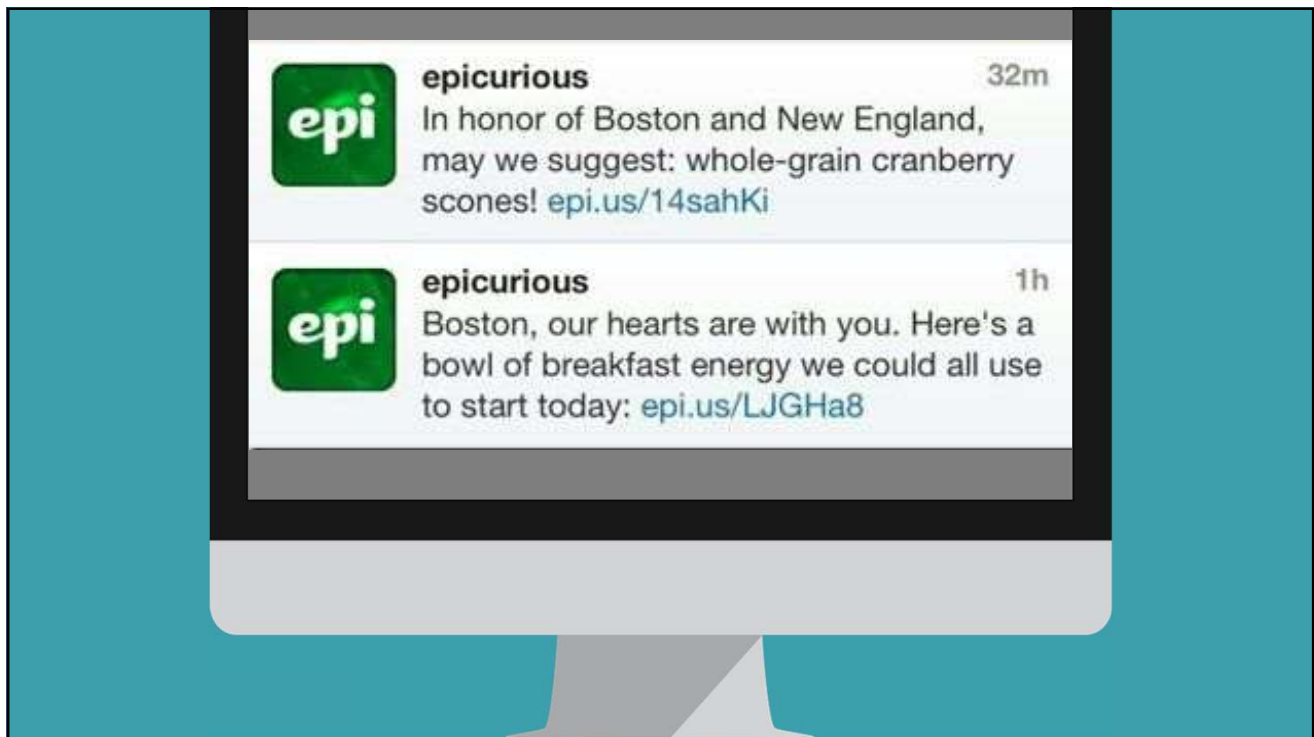
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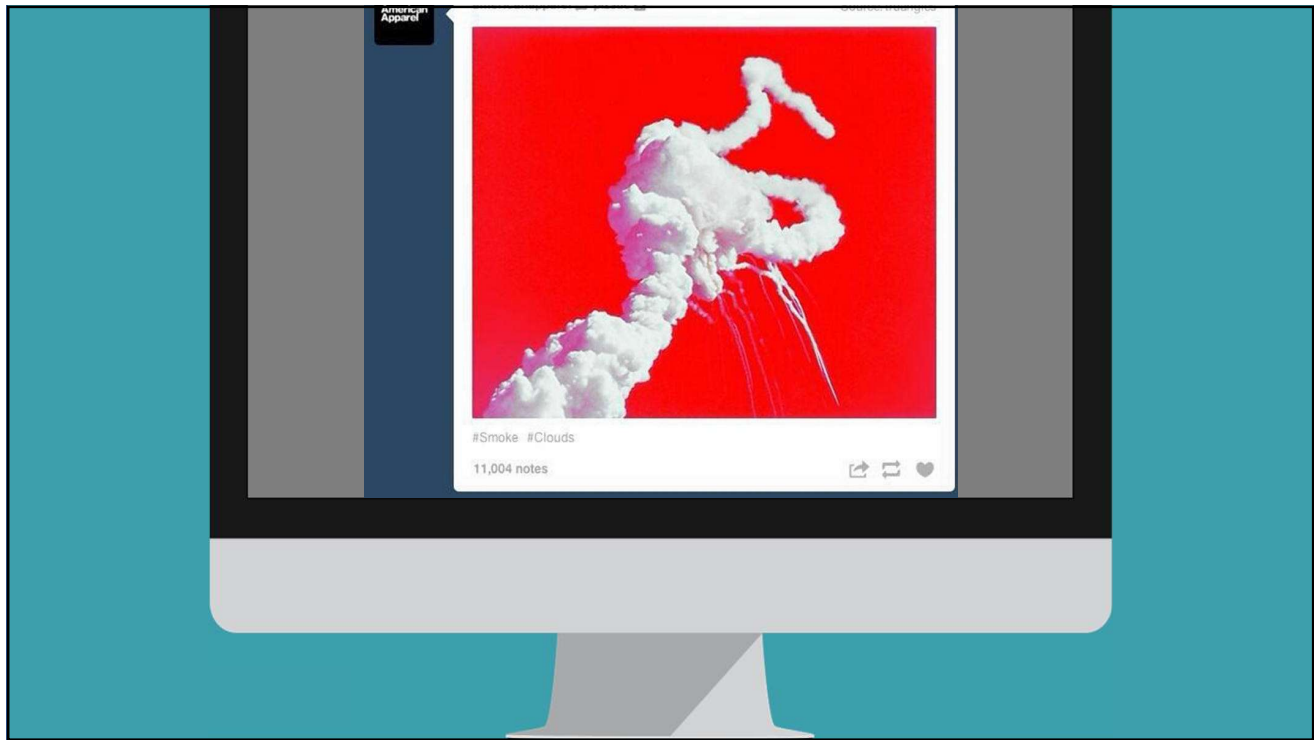
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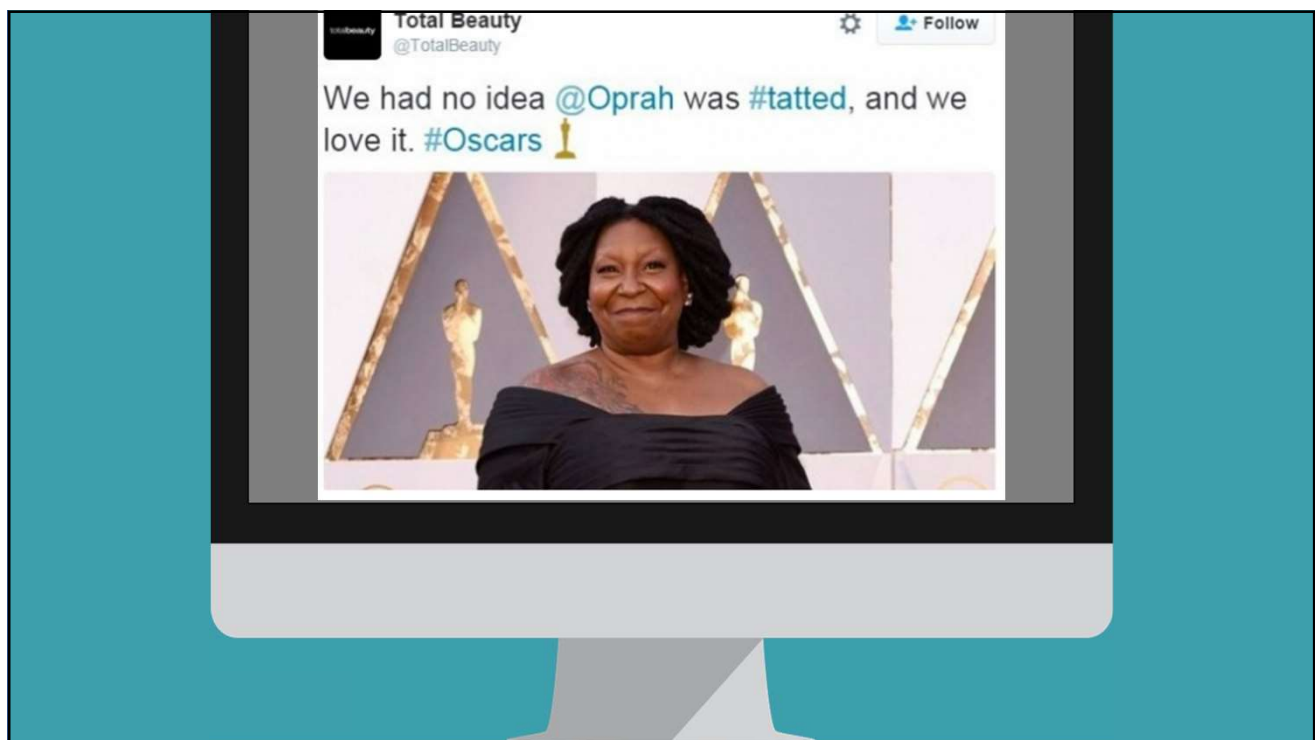
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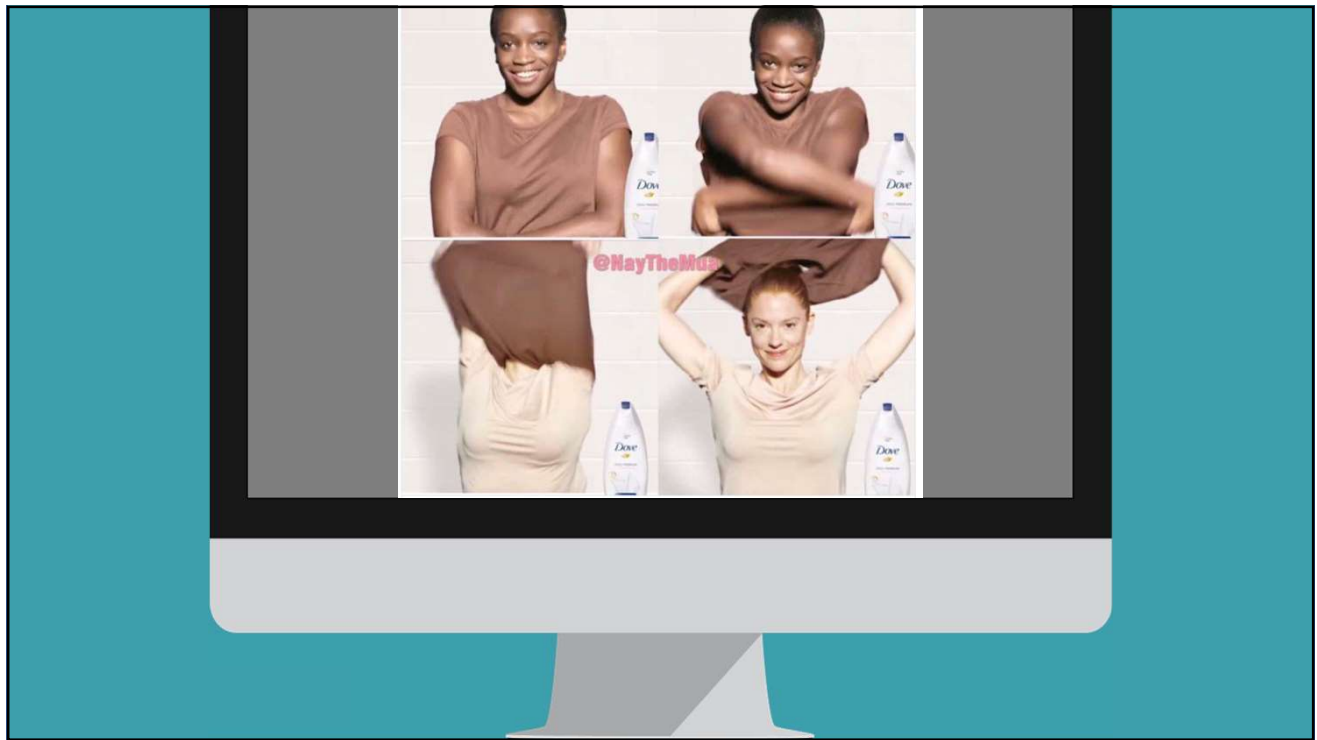
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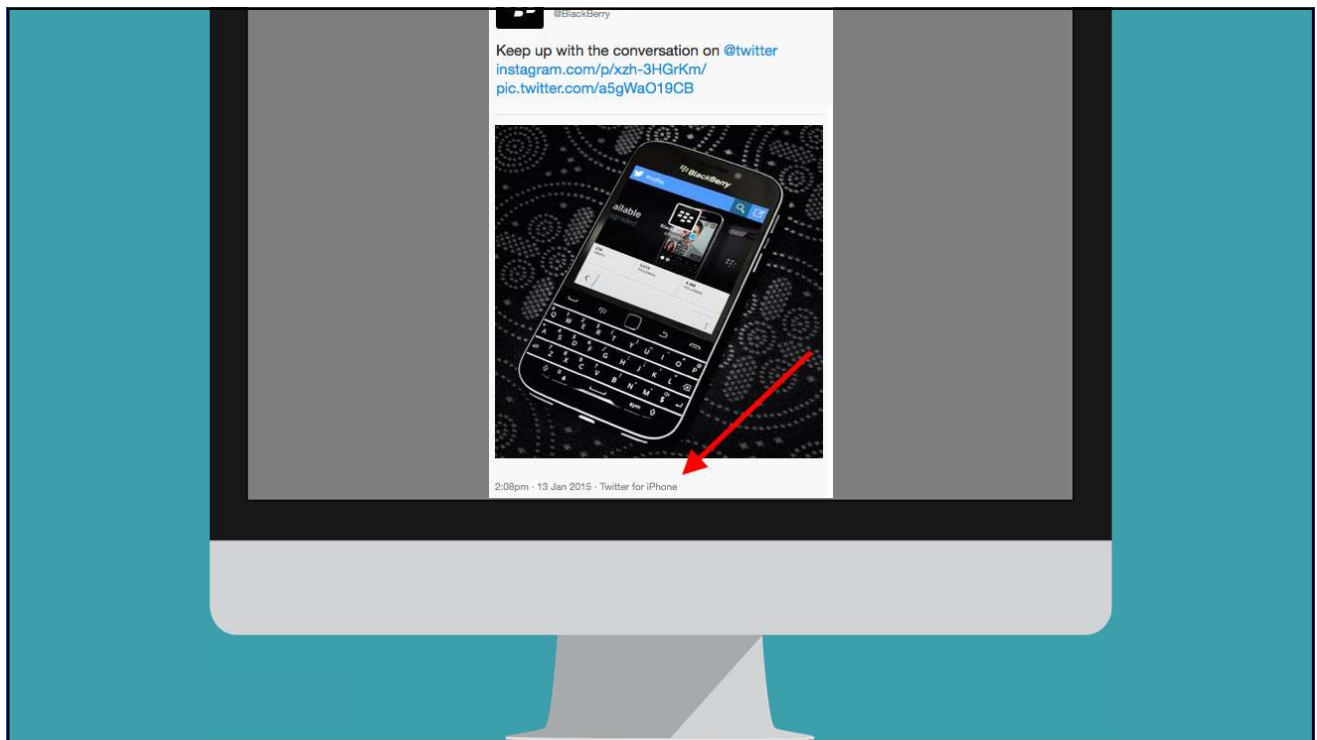
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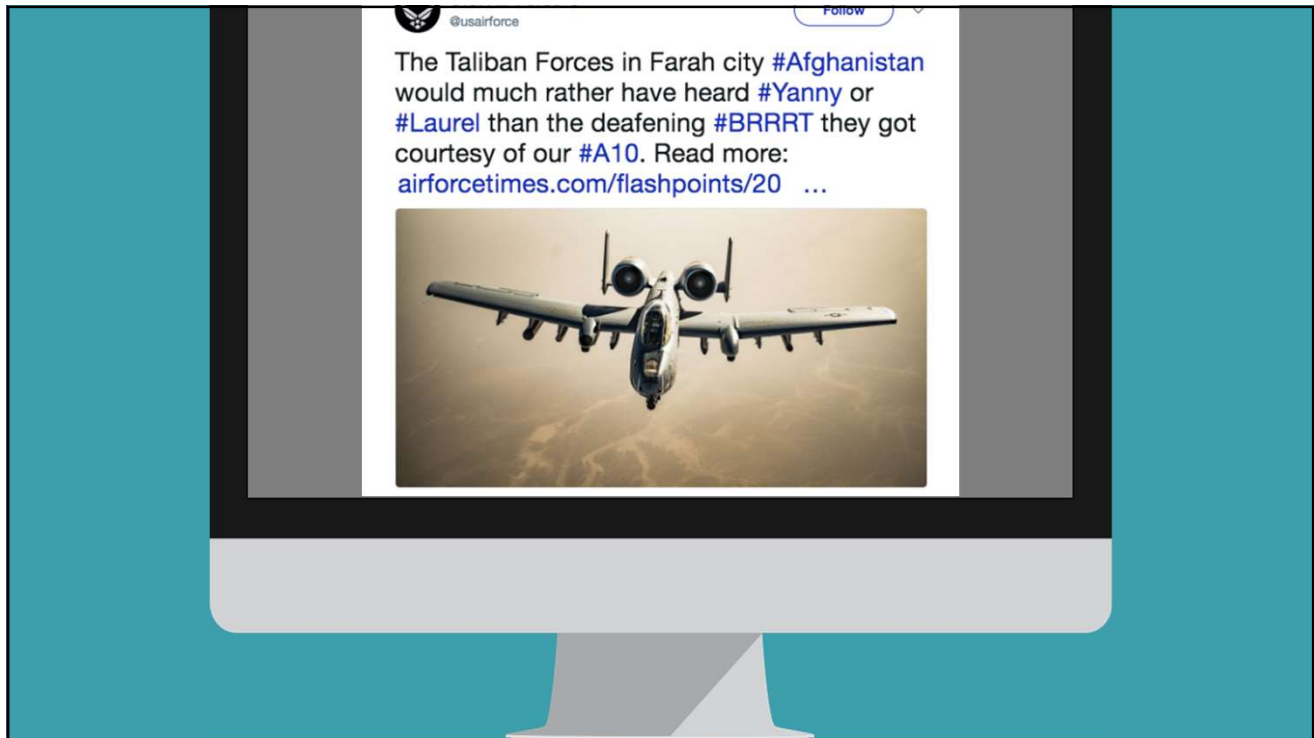
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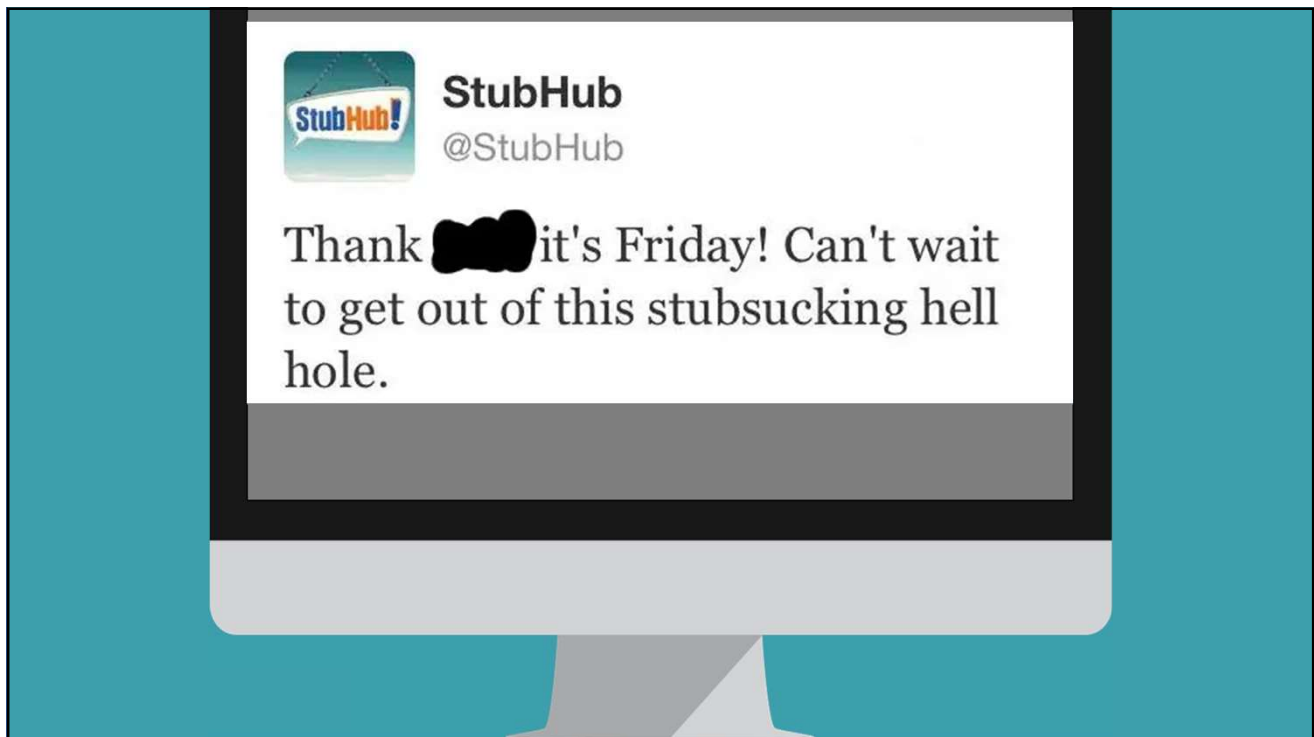
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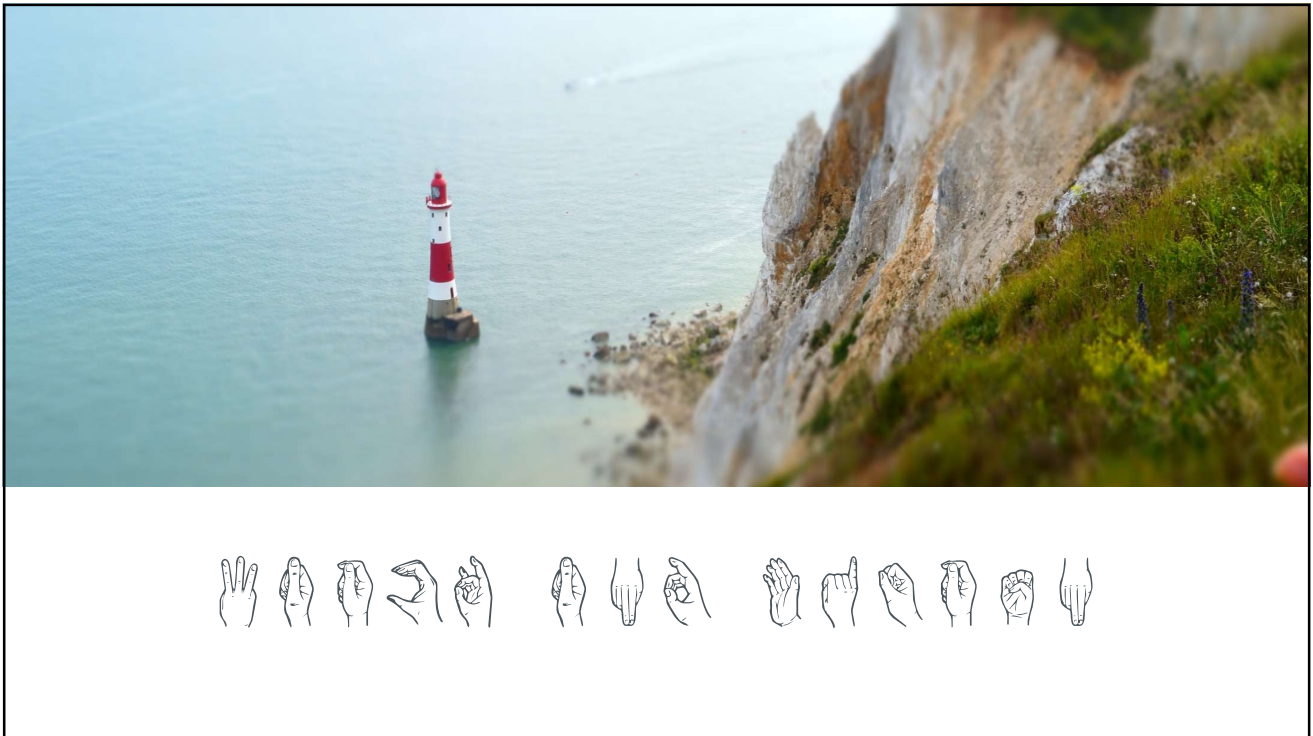
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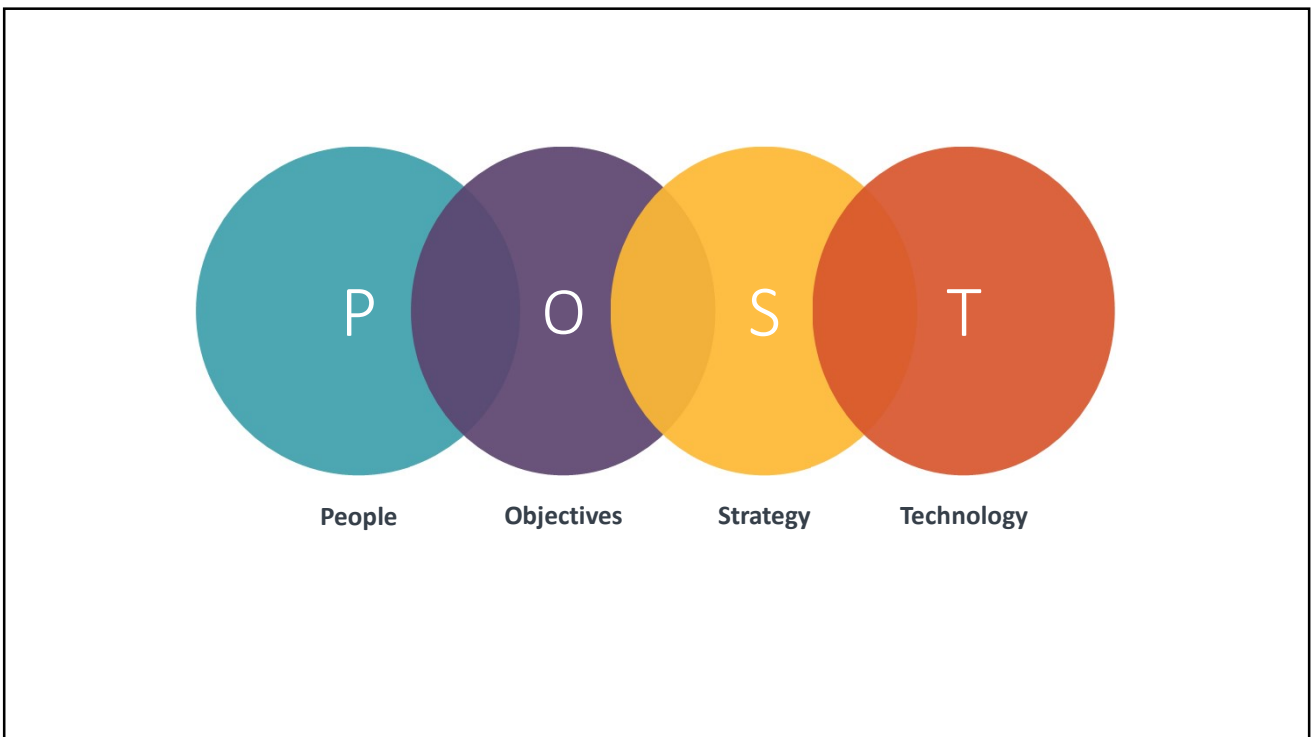
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