Social Media and the Workplace
Welcome

• Thank you for joining us for this College of Continuing Education webinar.

• Social Media and the Workplace

• Moderator: Julia Dugan
  Information Center Representative
  College of Continuing Education
Please submit questions at any time during the webinar. Questions will be addressed as time permits at the end of the webinar.

To submit questions:
• On the upper left-hand portion of screen click the “Ask a question” button.
• Type your question and click send.
Webinar Recording

• A link to a recording of this webinar will be e-mailed to all registrants.

• You can expect to receive the webinar link in the next few days to the e-mail you submitted during your registration.
Larry Morgan, SPHR, GPHR, MAIR

- Corporate HR experience
- Instructor for SHRM, IFEBP, TCHRA
- Community faculty at U of M, St. Mary’s University and Metro State University
- Presenter at several local, state, and national HR conferences
- Author of HR Technology articles
- Orion HR Group, LLC
Today’s agenda

- Definitions
- What do we mean by social media?
- How employers are advancing use of social media
- The dark side of social media
- Legal and regulatory issues
- Employer education
- New issues
Consider the following issues....

- How do employers use social media for branding, recruitment, onboarding, benefits, employee relations?
- Which sources are used?
- What about background checks?
- What if we find out some things we don’t like on Facebook?
- Could I lose control over content and distribution?
- Should a supervisor “friend” subordinates?
- What if we hear of employees “trashing over” the organization on a blog site?
Social Media
What Is Social Media?

• Social media is any online tool or site that allows interaction with the users and visitors.

• If users can comment on a post, vote on content, create content and post it, or connect with others, it’s social media.
Examples of Social Media

• E-mail
• Facebook
• LinkedIn
• Blogs
• Instagram
• Pinterest
• Google +
• Glassdoor
• Twitter/micro-blogging
• YouTube
• Flickr
• Wiki’s
• Includes Mobile Apps
Which method?

- E-mail – personal and business communication to limited audience
- Facebook – personal and recruitment, company announcements
- LinkedIn – Professional networking, recruitment
- Blog sites – sharing personal insight, discussion forums, employee feedback, information sharing
- Twitter/micro-blogging – large-scale collaboration across diverse workforce, benefit communication
- Wikipedia – knowledge sharing
- YouTube – sharing video information, training
- Flickr – sharing photos
- Vine – short, looping videos
- Pinterest – share interests, photos, announcements, employee groups
- Wiki’s – open source software, capture transferrable knowledge
Which groups in organizations are using Social Media?

Source: SHRM Social Media Survey

- Marketing: 67%
- HR: 44%
- Public relations: 38%
- Sales: 24%
- Management (corporate/senior): 20%
- Customer service: 15%
- Information technology: 12%
- Operation logistics: 6%
- Legal: 3%
- Accounting/finance: 2%
- Other: 8%
Using Social Media to Define your EVP

• What makes your organization different?
• Why should people come and work for you?
• Why should they stay?
Using your Brand

• Develop a brand strategy
  – Internal and external should be seamless and integrated
  – What content?
  – Who approves?
  – Reflect organization “heart” and culture

• Develop a social media strategy
  – Determine who is in charge of social media
  – Website for career postings
  – Internal and external benefit information
  – Compensation philosophy
  – Define the experience
  – Delivery methods and updating to keep “fresh”

• Determine how best to integrate brand and social media
• Track use
Google EVP and Brand

http://www.youtube.com/watch?v=JcXF1YirPrQ
Employees = Marketing Brand Ambassadors
What do employees or former employees say about you?
What Facebook Employees Said About Working at Facebook on Facebook....

• "For six weeks out of the year, I'm on 24/7 on-call duty”
• “The lack of focus working on my team”
• “It’s probably my worst professional experience to date”
• “I was asked to complete really inappropriate tasks”
• “Instructions were not clear and I was set up to fail”
• “Great company to work for”
• “Open culture, smart colleagues, lots of growth opportunities”
• “Gourmet lunches, flexible schedules, hard work”
OMG I HATE MY JOB!! My boss is a total pervy wanker always making me do stuff just to piss me off!! WANKER!

Yesterday at 18:03 · Comment · Like

Hi , i guess you forgot about adding me on here? Firstly, don't flatter yourself. Secondly, you've worked here 5 months and didn't work out that i'm gay? I know i don't prance around the office like a queen, but it's not exactly a secret. Thirdly, that 'stuff' is called your 'job', you know, what i pay you to do. But the fact that you seem able to fuck-up the simplest of tasks might contribute to how you feel about it. And lastly, you also seem to have forgotten that you have 2 weeks left on your 6 month trial period. Don't bother coming in tomorrow. I'll pop your P45 in the post, and you can come in whenever you like to pick up any stuff you've left here. And yes, i'm serious.

Yesterday at 22:53
Mandel Vision: New York LASIK Specialists

Wall

Lisa Mai Nolan is amazed! I had lasik with Dr. Mandel just yesterday and am sitting here today with better than 20/20 vision. Thank you Dr. Mandel and your entire staff! You are amazing and I'm thankful!

September 22 at 8:42pm

Maribeth Guerin Germinario Lisa, so glad it went well for you. Now, don't you wish you did it sooner?!?

September 22 at 10:35pm

Mandel Vision: New York LASIK Specialists Share your stories, pictures and videos of your life after LASIK with Mandel Vision. Upload them to our fan page, and show us what life is like now!

September 14 at 2:40pm

Isaac Stein I was held captive by my glasses for 24 years, now I am enjoying my freedom of it... better then 20/20... Loving it.... Thanks Doc!

September 10 at 8:19am
Social Media in Recruiting and Employee Communication Is

The New Black
Which sites used for recruitment?
Top US Social Media Sites
November 2013

[Images of various social media logos]
Some Data Points

- 72% of online users are social networking site users
- Persons age 65 and above have tripled online presence (13% in 2009 to 43% Fall 2013)
- Only 28% of organizations have a social media strategy
- 39% of organizations monitor employee social media activities on company owned devices
- 20% of organizations use social media for internal communications
- 40% have a formal social media policy
- 33% of organizations with a policy report taking disciplinary action against employees.
- 42% of LinkedIn users regularly update their profile information

Choose Your Tools Carefully....
• 238 million+
• Average age 40
• 27% access on mobile devices
• 68% make more than $90k
• 80% College or Grad School educated
• 54% Male / 46% Female
• 84% Caucasian / 8% Asian
• Over 3 Million LinkedIn company pages
• 1.15 Billion+ users
• 10 Million Facebook apps
• 23% of users check Facebook 5 or more times daily
• Average age 27
• 58% make more than $60k
• 43% College or Grad School educated
• 46% Male / 54% Female
• 500 million+ users
• Average 500 million daily tweets
• Mobile use of 60%
• Average age 31
• 51% make more than $60k
• 55% College or Grad School educated
• 47% Male / 53% Female
Blogging

- 77% of active Internet Users read blogs
- 70% of consumers learn about a company through articles vs. ads
- 90% of consumers find customer content useful
- 61% of consumers made a purchase based on a blog post
- Average age 37
- Largest group 21-35 years old
- 69% make less than $60k
- 63% College or Grad School educated
- 49% Male / 51% Female

Source: Social Media Today, 2013
Google+

- 500 Million + users
- 67% male
- Age 25-34
- 60% of users log in each day
- Animated GIFs most engaging part of post
- Allows “circles” and “hangouts”
Sodexo: Career Site

Network With Us

Opportunities to network with past, present and future Sodexo employees.

The purpose of the Sodexo Careers Talent Networks is to build personal relationships and to create a common place where past present and future Sodexo employees and industry professionals can network with trusted and like-minded friends.
Sodexo: LinkedIn

Welcome to Sodexo Careers - Past, Present & Future! We invite you and your friends to experience our culture and to learn how you can become a valued member of our team.

Group Members in Your Network

- **Drew Meyer**, Senior Operating and Franchise Executive
  Greater Atlanta Area
- **Bud Wells**, Vice President at Cincinnati IFMA
  Cincinnati Area
- **Sandy Katz**, Sr. Operations Executive /Consumer Products
  Greater New York City Area
- **Jorge Merinos**, HR Professional Staffing and Recruiting
  Houston, Texas Area
- **Lori Prince**, Innovative HR Professional
  Tucson, Arizona Area
- **Francie Castillo**, Human Resources Professional
  Miami/Fort Lauderdale Area
- **Paul Sandhu MS-HRM**, Human Resources Consultant
  Washington D.C. Metro Area
- **Michael Hrynewich**, Leadership Driven Hospitality Manager
  Greater Detroit Area
- **Arnold King**, Accounting Professional
  Washington D.C. Metro Area

About this Group

- Created: November 30, 2007
- Type: Networking Group
- Members: 1,387
- Owner: Kerry Noone
- Managers: Anthony Scarpino

Website: [http://sodexocareers.blogspot.com](http://sodexocareers.blogspot.com)
Sodexo: Facebook Fan Page

Promotional/Branding Content

Engaging with Candidates

Jobs Feed
Sodexo: Twitter

Home | Profile | Find People | Settings | Help | Sign out

SodexoCareers

RT @sodexoUSA: Is good customer service doing what your parents said? Read our blog at http://bit.ly/y7uxK

3:37 PM Sep 18th from TweetDeck

@A_Scarpino you'll like this site! RT @Malakye: Great example of employment branding: http://bit.ly/2RL0sJ

1:50 PM Sep 18th from TweetDeck

Welcome to Twitter Scott (@ScottJarvis) Resourcing & Change Director at Sodexo UK it was great to talk to you this week!

12:34 PM Sep 18th from TweetDeck

RT @ScottNSherman: #tech Sodexo has new IT openings- Data Warehouse DW, UNIX Admin AIX http://bit.ly/Wkmnd search by discipline "IS & T"

11:02 AM Sep 18th from TweetDeck

RT @SodexoCareers: World Alzheimer's Day 2009 is Monday

Name Kerry Noone
Location Annapolis, MD
Web http://sodexocareers.com
Bio Kerry Noone, Marketing Communications Manager for Sodexo's Talent Acquisition Group and using Twitter to supplement our recruiting efforts.

1,857 following 2,010 followers

Tweets 1,753

Favorites

Actions
message SodexoCareers
block SodexoCareers

Following


Network with Us

College of Continuing Education
University of Minnesota
Sodexo: Blog

FRIDAY, OCTOBER 16, 2009
It's Boss's Day again!

I ran this post about my boss, Anthony Scarpino last year on Boss's Day. The good news is he's still an awesome boss!

If you are reading this today, please send a shout out to him on Twitter @A_Scarpino and while you're at it you can send another shout out to Arie Ball, VP for Sodexo’s Talent Acquisition Team and our fearless leader @Arie_Ball

Delivered by FeedBurner
OR
Enter your email address to receive monthly updates:
Sodexo: YouTube
Social Media Issues for Employers

• Applicants
  – Recruiting
    • AAP issues
    • Public sector may require traditional classified
  – Hiring
  – Demand for social media passwords
• Current Employees
  – Monitoring
  – Investigations
  – Discipline and/or termination
  – Internal communications
  – Education / information
• Customers
  – Be open to ideas / suggestions
  – Allow feedback
  – Monitor site
Some Additional Examples.....
Using Social Media to Define the Experience…..

Target
CH Robinson
ADP
Zappos
Understanding Health Care

Show Bluewater video
Michigan employer video
Educating Employees about the Affordable Care Act

http://www.youtube.com/watch?v=JZkk6ueZt-U
The Hanratty Wellness Portal can quickly and easily create a robust service platform for your employees to manage their health.

Tools include:
- On-Demand Programs
- Self-Assessment Tools
- Daily Health Journal and Trackers
- Medical Library
- Videos
- And Much More
Are Employers Screening Applicants Online?

• A 2012 survey by Harris Interactive for CareerBuilder.com found:
  – 45% of surveyed hiring managers reported screening via social networking sites
  – 65% used social media checks to see if the candidate presented themselves professionally
  – 51% used social media to determine cultural fit
  – 34% had rejected an applicant based on information found on social networking sites
Pros of Online Screening

• Locate and recruit candidates
• Obtain information helpful in selecting a qualified candidate
• Obtain information to screen out unqualified applicants
• Obtain information to screen out problematic applicants and to conduct due diligence to avoid negligent hiring claims
Cons of Online Screening

• Accuracy and reliability of data
• Isolated or youthful indiscretions
• Legal compliance issues
• Protected class issues and adverse impact
  – Race
  – Age
  – Disability
Legal Considerations for Applicant Screening

• Background check laws
• “Ban the box”
• Mugshots.com
• Privacy law
• Electronic communication statutes
• Discrimination laws
• Lawful consumption and/or lawful activity laws
• Legally protected activities
• Defamation law
Problems Presented by Social Media

• Productivity, productivity, productivity
• Protecting employer’s reputation
• Cybertheft
• Potential employer liability for misuse, such as:
  – Disclosures of trade secrets or other confidential information
  – Harassment or discrimination
  – Defamation
  – Cyberbullying
## Blocking Sites

<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Facebook</td>
<td>39%</td>
</tr>
<tr>
<td>MySpace</td>
<td>38%</td>
</tr>
<tr>
<td>Twitter</td>
<td>33%</td>
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<tr>
<td>YouTube</td>
<td>32%</td>
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<tr>
<td>iTunes</td>
<td>26%</td>
</tr>
<tr>
<td>Video-sharing sites other than YouTube</td>
<td>25%</td>
</tr>
<tr>
<td>Second Life</td>
<td>23%</td>
</tr>
<tr>
<td>Pandora Radio</td>
<td>22%</td>
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<tr>
<td>Yammer</td>
<td>21%</td>
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<tr>
<td>Photo-sharing applications</td>
<td>20%</td>
</tr>
<tr>
<td>Instant messaging services</td>
<td>19%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>16%</td>
</tr>
</tbody>
</table>

**Source:** SHRM Social Media Survey
Problems Presented by Social Media (continued)

• Difficulty of monitoring and/or blocking social media use
• Increased access to information, speed, and targeted audience! (Going viral)
• Unauthorized or inadvertent disclosure
• Potential virus, malware, trojan horses
Training Employees on Social Media Use

Source: SHRM Social Media Survey
Risky Use of Technology

13% of users place work documents on these sites

- Have a Facebook Account: 49%
- Read or Contributed to Blogs: 35%
- Use Collaboration Sites: 25%
- Have a Twitter Account: 5%

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Legal Considerations for Current Employees

• Discrimination laws
  – Protected class information

• Protected legal activities, such as:
  – Labor law Section VII Rights – applies to all employees, not just unionized employees
  – Whistleblowing
  – Past worker’s compensation claims
  – Lawful consumption (i.e. tobacco, alcohol)
  – Lawful activity laws
Legal Considerations for Current Employees (continued)

• Privacy concerns
  – Common law
  – Electronic communication laws
• Harassment, bullying, employee morale, defamation including “flame mails”
• References
• Negligent retention and supervision
• Endorsements and testimonials
• Wage & hour obligations
Social Media / Technology Policy Considerations

• Decide how to balance the legitimate reasons to limit and monitor use of social media / technology with legal and practical limits
• Train employees and managers on proper use and policies, consequences for violation
• Code of conduct policy statements
• Prohibit links back to employer website
• Address recording and photo taking / uploading issues
• Address distracted driving issues
Policy Considerations (continued)

- Place guidance on remote access during non work hours for nonexempts
- Address confidential information and intellectual property
- HITECH regulations
- Address representation of employment and links back to employer website
- Cross-reference other relevant policies (i.e. harassment, discrimination, references, etc.)
NLRB Section VII

Case #1:
Employer rule forbidding employees from making “disparaging comments about the company through any media, including online blogs, other electronic media or through the media.”

NLRB Ruling?
Illegal

Why:
"It would reasonably be construed to restrict" the type of concerted action authorized by the National Labor Relations Act, "such as statements that the employer is, for example, not treating employees fairly or paying them sufficiently."
Case #2:
Social media policy that provided that “employees should generally avoid identifying themselves as the employer’s employees unless discussing terms and conditions of employment in an appropriate manner.”

NLRB Ruling:
Case #3:
“The employer’s social media policy provided that the employer could request employees to confine their social networking to matters unrelated to the company if necessary to ensure compliance with securities regulations and other laws. It prohibited employees from using or disclosing confidential and/or proprietary information, including personal health information about customers or patients, and it also prohibited employees from discussing in any form of social media ‘embargoed information,’ such as launch and release dates and pending reorganizations."

NLRB Ruling:

Why:
Another Major Concern-

- Some employees have trouble with boundaries and filters
- Limited concept of cyberspace
- Not understand that a sexting message, photos, postings, or e-mails may continue long after the relationship or issue ends
- “Delete” does not mean it’s gone
- Taping / video capture of conversations, interactions, and posting
Tweet Damage Control

November 7, 2013

This tweet was sent out by an advertising agency under contract with Home Depot.

Six minutes later the tweet was dropped and the ad agency fired based on the immediate number of complaints.

Home Depot apologized and said they had not approved content.
New Threats

• Telecommuting and remote access
• FLSA and work hours
• Officeleaks.com
• Blogs sites regarding workaround to avoid employer monitoring
• eSabotage
• “Taming twitter”
Friend or Foe?

• To friend or not to friend…
  – Coworkers
  – Supervisor to subordinate
  – Vendors
  – Customers

• Potential issues
  – Morale
  – Harassment issues
  – Negative comments

• Setting boundaries
Cyber Liability

- New insurance product
- Information security and privacy liability for failure to protect personal or corporate information found on computer systems, SMART phones, laptops, etc.
- Cost of data breaches
- Loss of income due to hackers
- Personal injury (libel) from blogs on your website
- Business interruption component
Social Media on a Budget

- Be genuine and “real”
- Use free / low cost tools
- Keep it current and fresh
- Make it easy for candidates and employees to find you
  - Key terms
  - Titles
  - Qualifications
- Use social media to find them
  - Professional affiliations
  - Alumni association posts
  - Search LinkedIn
  - LinkedIn and Facebook Groups, Twitter linkage
Questions?
Look for an e-mail with a link to these presentations in the next few days.

Upcoming **Human Resource** course dates:

- The Human Resource Audit – December 10, 2013
- Workforce Metrics and Analytics – December 17, 2013
- Investigation and Documentation – February 13, 2014

For more information

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