Social Media in the workplace

Employee Perception & Corporate Governance

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Contents

- Social Media & Implications in the Business
- Employee Perspectives
- Practices in Corporate Policy and Governance
What does it include?
“Social media” is an umbrella term for a broad range of internet-based tools that allow content to be created (incl. conversations) by people using highly-accessible and scalable publishing technologies.
Why is it important?

- Marketing: "I need to know what is happening across my organization and industry."
- Finance: "I need to hire a new director, fast."
- Sales: "I want to make sure all employers understand our strategy."
- Human Resources: "I need to communicate an important change to our policy."
- Supply Chain: "I want to understand what other locations are doing to solve a similar problem."
- IT: "I want to improve my skills and build my career."
Implication to HR

80 percent of companies use social media for recruitment... And 95 percent of them use LinkedIn.
searchenginejournal.com, February 2012

84 percent of the Fortune Global 100 use at least one social media platform.
Burson-Marsteller, February 15, 2011

Virgin Atlantic sacks 13 crew members over Facebook posts.
The Guardian, November 1, 2008

IBM has 21 YouTube™ channels, GE 12 and Ford 10; 40 percent of corporate Twitter users engage in customer services.
Burson-Marsteller, February 15, 2011

By 2014, 47 percent of the population will be composed of millennials (born after 1980) who were raised playing video games and surfing the Internet to get information.
U.S. Bureau of Labor Statistics

United Airlines is replacing the hefty flight manuals and chart books its pilots have long used with 11,000 iPad® devices carrying the same data.
United Airlines, August 2011

Senators ask feds to probe requests for Facebook passwords.
USA Today, March 25, 2012

Cisco retracts job offer on Twitter.
The Telegraph, January 21, 2010
Question 1

Do you use Facebook or/and Twister? How often? What do you do?
Do you use LinkedIn? How often? What do you do?
Question 3

Is there any corporate policy from your company on how to use Social Media? (DO and DON’T)
YES! It is a...
2 AREAS

PUBLIC
1. COMPANY INTRODUCTION
2. BUSINESS RESULT
3. MARKETING CAMPAIGN
4. OPEN JOB POSTING

PERSONAL
1. FEELING / MOOD
2. SHARING
3. NETWORKING
1. What is the **right social media communications policy**?

2. Is it systematically **gathering and analyzing social media information** to assess reputational risks and to both develop and implement responses?

3. Is the company **training** its directors, management, and employees on this issue?

4. What are the **social media strategies** of the company’s vendors and distributors?
STEPS in Social Media Corporate Governance

1. Establish/Update A **Social Media Policy**.

2. Establish a Social Media Communications **Crisis Management Plan**.

3. Take the Time to Learn the Social Media Disclosure **Guidelines** and Provide Your Employees with Social Media **Training**.

4. **Streamline Access** to Compliance and Legal for Social Media.

5. Share Regular Updates on Social Media **Best Practices**.

6. Monitor, Assess and Audit Your Social Media Activities.
Social Media Decision Tree

ASSESS

Blog Posts Found
Host to assess if positive?

YES

Congenial
Positive, Agreeable, Truthful Post.

NO

Let it Be
No response

Will you respond?

YES

Trolls
Inflammatory/irrelevant/off-topic, constant rant, ridicule, degrade?

Monitor
Only
Avoid responding, Monitor for info & comments?

YES

Fix the Facts
Host to respond with factual information?

YES

Content
Medicor related to our product?

Related to our company or Industry?

YES

Respond:
“Info posted may be inaccurate”

Redirect
Blogger to contact med info

NO

Redirect
Blogger to contact manufacturer

Evaluate

Misguides
Does the post have the facts wrong?

YES

Unhappy
Negative experience from a Stakeholder?

YES

Product
Related?

YES

Consult
Crafted responses from Policy Place

Consult
With Corp Comm as required

Consult

NO

Redirect
Blogger to contact med info

Respond:
“This is not a forum for product discussion”

Redirect
Blogger to contact med info

RESPOND

Reach Out
Engage with positive posters.

Final Evaluation
If unsure, contact Social Media Lead to initiate Rapid Response

BLOG RESPONSE CONSIDERATIONS

TRANSPARENCY
Disclose your company connection

CLEAR GOAL
Response aims to inform/guide/document/thank. Product or medical content discussion not permitted

TIMELINESS
Take time to create good responses, from a few hrs up to 48 hrs

TONE
Keep it conversational and make positive statements. Make it personalized

INFLUENCE
Focus on the most influential blogs related to our company
Rules

Representing the Company

Company Presence

Personal Use

BE SOCIAL
BE RESPONSIBLE
What should the policy cover?

1. Defining brand marketing and **engagement strategy** in social media
   (Understand target group; Define objectives; Define right channels; Develop & Execute Plan)

2. Agreeing **roles & responsibilities** and ways of working

3. Relevant **laws & policies**

4. Planning for potential **issues/crises**

5. **Monitoring** social media spaces constantly

6. Guidelines for measuring the **impact** of social media
Most of big firms now have...
Summary

Social Media Corporate Governance

- Strategy
- Policy & Practices
- Training
- Rules & Execution