



# **Social Media** in the workplace

*Employee Perception & Corporate Governance*





# Contents



Social Media & Implications in the Business



Employee Perspectives



Practices in Corporate Policy and Governance



# What does it include?

## Social Media Landscape



# ➔ What is social media?

“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?





# 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*



# Current Reality

## Question 1

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



# Current Reality

## Question 2

Do you use LinkedIn? How often? What do you do?



# Current Reality

## Question 3

Is there any corporate policy from your company on how to use Social Media? (DO and DON'T)



# Employee's Perceptions





# YES! It is a...

# CONCERN

worldwide

**At the park**  
"I need to provide information about pricing for a customer"

**Working at home**  
"I need to review candidates for an open position"

**In the client's office**  
"I want to collaborate on developing an important presentation"

**In a taxi**  
"I need an engineer to help me with an urgent equipment repair"





# 2 AREAS

## PUBLIC

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



## PERSONAL

1. FEELING / MOOD
2. SHARING
3. NETWORKING





# Questions to be answered

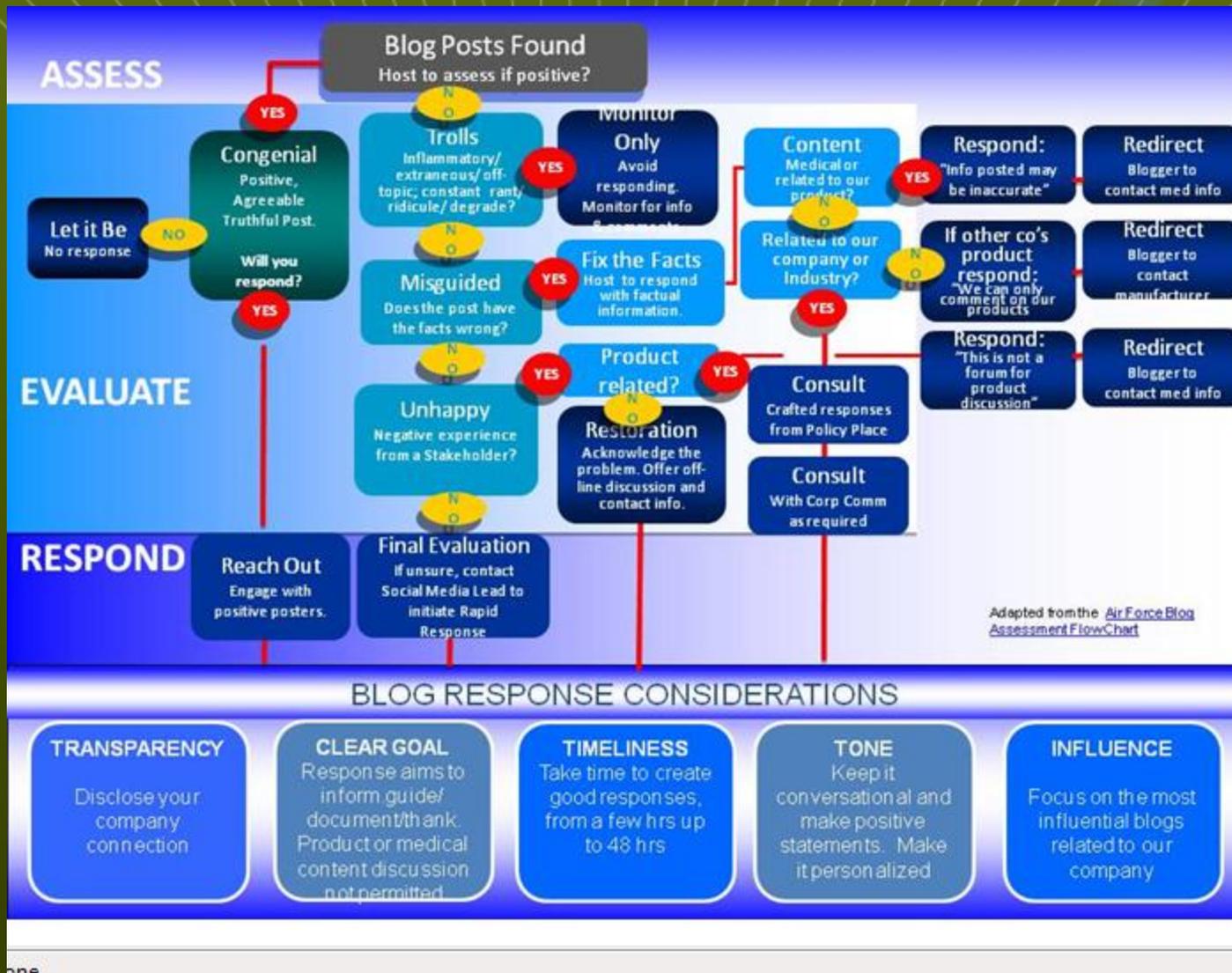
1. What is the **right social media communications policy**?
2. Is it systematically **gathering and analyzing social media information** to assess reputational risks and to both develop and implement responses?
3. Is the company **training** its directors, management, and employees on this issue?
4. 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



# ➔ Rules



**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...



### Apple Retail Blogging and Online Social Media Guidelines:

Whether or not you as an Apple employee choose to create or participate in a blog, wiki, online social network or any other form of online publishing or discussion is your own choice. In general, what you do on your own time is your business. However, activities that affect your job performance, the performance of other Apple employees, or Apple's business interests are still covered by company policies and guidelines. This applies whether you engage in these activities in or outside of work, and whether or not you identify yourself as an Apple employee.

If you choose to participate in these types of online activities it is important that you understand what is recommended, expected and required, whether at work or on your own time. Accordingly, we have developed the following guidelines for you to follow when posting to a blog or some other form of social media like Facebook, MySpace, Twitter or LinkedIn.

Be thoughtful about how you present yourself in online social networks. The lines between public and private, and personal and professional are blurred in online social networks. If you identify yourself as an Apple employee or are known to be one, you are now connected to your co-workers, leaders and even Apple's customers. You should ensure that content associated with you is consistent with Apple policies.

Respect your audience and your coworkers. Remember that Apple is a global organization whose employees and customers reflect a diverse set of customs, values and points of view. Don't be afraid to be yourself, but do so respectfully. This includes not only the obvious (no ethnic slurs, personal insults, obscenity, etc.) but also topics that may be considered offensive or inflammatory. Use your best judgment, but if you need further guidance regarding what constitutes inappropriate communications please consult with HR, your Leader or Apple's Harassment policy.

Respect the privacy of your coworkers. Blogs, wikis, social networks and other tools should not be used for internal communications among fellow employees. It is fine for Apple employees to disagree, but please don't use your external blog or other online social media to air your differences. Do not discuss your co-workers without their permission, and ask permission before posting their picture. By respecting your co-workers' privacy you will be helping to maintain the professional work environment at Apple.

Respect the privacy of our customers. It is a priority that we respect the privacy of our customers. Do not use or discuss any information regarding customers for any purpose. This includes contacting customers for social reasons or soliciting outside business. If you need further guidance in this area, please refer to Apple's policy regarding customer private information.





# Summary

**Strategy**

**Policy &  
Practices**

**Training**

**Rules &  
Execution**

**Social Media Corporate  
Governance**