

# Social Media in the Workplace

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## Introduction

- Social Media is NOT Going Away
- Value vs. Risk
- Social Media Team
- Social Media Policy and Guidelines
- Legal Perspective



## Defining Social Media

Social Media is not going away so *embrace it* and more importantly *understand it*.

- It includes anything in the technological realm that networks people together...essentially anything that promotes virtual engagement
- Without interaction it is just media...what makes it social is the collaboration, interaction and feedback
- The evolution is extremely rapid so it is essential that you stay on top of the latest trends

## Social Media Landscape How fast are you evolving?



## Facebook Fact Video

### Relevant Social Media Statistics 2011

- Facebook has overtaken Google as the most visited website on Internet accounting for 9% of all U.S. visits
- Facebook has overtaken porn as the #1 activity on the Web and 50% of Facebookers log on every day. Average users log on each day
- 1 in 5 couples meet online – 1 in 5 divorces are blamed on Facebook
- 80% of companies use social media for recruitment and of those 95% use LinkedIn
- Facebook is the current Mecca of all social media sites including more than 250 million active users and fastest growth in activity in “ages 30 and over” demographic.....think about it, where can you access 250 million people along with their associated extended networks?
- Linked In is the world's largest professional network, with more than 40 million members

## Value of Social Media in the Workplace

- Effective and low cost recruitment and public relations tool
- Encourages virtual collaboration and knowledge sharing between geographically dispersed people
- Reading, writing, and responding to thought-provoking articles or posts
- Increased awareness of organization and traffic on website through videos, press releases, blogs, and postings
- Appeals to the younger workforce
- Creates favorable perceptions of the organization
- Able to monitor conversations about the organization
- Encourages employee engagement

**Benefis Health System**  
 Want to work with THESE guys? The Information Systems Department at Benefis is currently hiring!!! For more information and to apply, visit [www.benefis.org/jobs](http://www.benefis.org/jobs)

Wall Photos

938 Impressions · 1.39% Feedback  
 Unlike · Comment · Reshare · August 26 at 12:30am

You and 6 others like this.

**Holly A Alvarez** Two best IT techs I know at Benefis. Yay Dan and Logan  
 August 26 at 12:43am · Like

**Sarah Reynolds Johnson** I was WONDERING why Dan was sporting the glasses with the tape the other day lol  
 August 26 at 7:25am · Like

**Jim Joynes** What a couple of maroons! Great looks fellas  
 I knew it'd take a while to replace me, but this is ridiculous!  
 August 26 at 8:55am · Unlike · ↻ 1 person

**Chris Bowler** too funny!  
 August 26 at 4:06pm · Like

**Melissa Kindred** They looks like smart guys alright! The pocket protectors prove it :)  
 August 26 at 5:32pm · Unlike · ↻ 1 person

**Shari Higgins** :)  
 August 26 at 11:07pm · Like

The image shows two men in white shirts and ties standing side-by-side. The man on the left is wearing glasses and has a name tag. The man on the right is also wearing glasses and has a name tag. They are both smiling slightly. The background is a plain, light-colored wall.

## **Risks of Social Media in the Workplace**

- Patient privacy
- Abuse during work time
- Offensive comments about co-workers or organization
- Viruses
- Union access
- Time – Social media and email can consume ½ the workday (Mayo Clinic FTE comment)

## **Gone Wrong**

Work sucks photo

Patient Information scenario

## You Tube Gone Wrong



**Human Resources**  
*I want to use it for recruiting but this could be an employee relations nightmare!*

**Employees**  
*It is about time my employer caught up with the real world!*

**Public Relations**  
*How am I going to monitor our image?*

**Marketing**  
*We have already been using social media marketing strategies...did we need permission?*

**Information Systems**  
*I don't want to allow access for this...it is a breeding ground for viruses!*

**Social Media Team**

## Create a Social Media Team

- Human Resources, Information Systems, Marketing, Public Relations, Legal, and Employee Ambassadors
- Create a policy and guidelines
- Develop social media marketing plan
- Communicate policy and guidelines to staff
- Monitor and continue to communicate



## Policy and Guidelines

- Your policy should be an intersection of code of conduct, internet usage, and media policy
- You need to outline the rules and encourage employee participation. (Coca Cola states on their social media policy "Have fun, be smart.")
- One effective method is to have a policy with the rules and ramifications and then guidelines to compliment the policy and encourage respectful participation
- For more samples check out [www.socialmediagovernance.com](http://www.socialmediagovernance.com)

# Who Would You Hire?



## Discrimination: Social media in Hiring Process - Recommendation

- Designate an employee who plays no role in hiring decisions as a liaison. They would act as a filter by viewing applicants, social media pages, and transmitting to decision makers only the information which employers are permitted to use in making employment decisions
- Screening should be uniform among applicants. Employers should maintain a list of social media sites consulted and types of information gathered
- Employers should be mindful of federal guidelines pertaining to recordkeeping in employment decisions

### Permissible

- Work Habits
- Writing Skills
- Grounds not prohibited by law
- Discriminatory tendencies

### Impermissible

- Religion
- Sexual Orientation
- Age
- Marital Status
- Race

## **Stay on the Web and out of the Courtroom**

Employees are using social media in the workplace and from home to talk all about work.

- Are the employee posts or blogs private or public?
- Is there a difference between what I do on Facebook at work and at home?
- What does the NLRB General Counsel view as protected activities on social media?

## **Social Media Case Review**

**Social Media Scenario #1**

**Social Media Scenario #3**

## Social Media Scenario #4

## Questions?

.....*Just Tweet Us*

