Social Media:
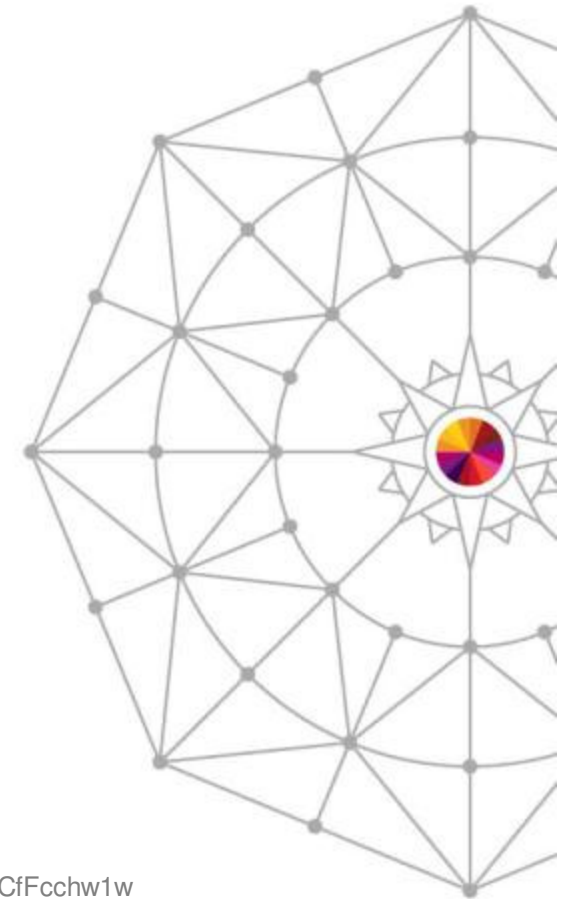# Privacy & Security

Brian Cummings
Tata Consultancy Services

Thursday, March 13, 2014 at 11:00 a.m.
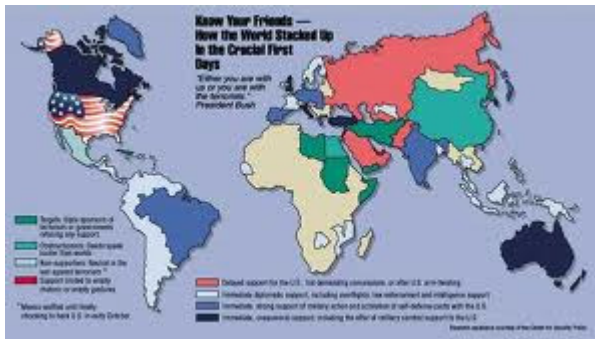Session 14897

http://www.youtube.com/watch?v=QUCfFcchw1w
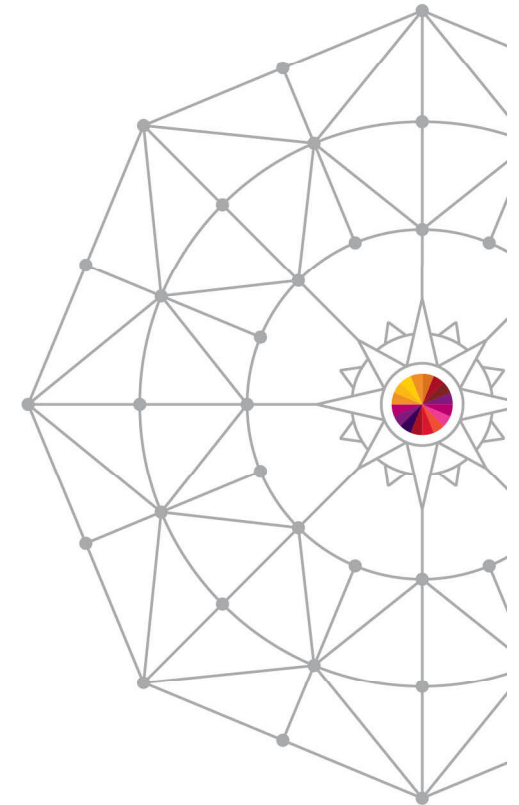
SHARE
• in Anaheim

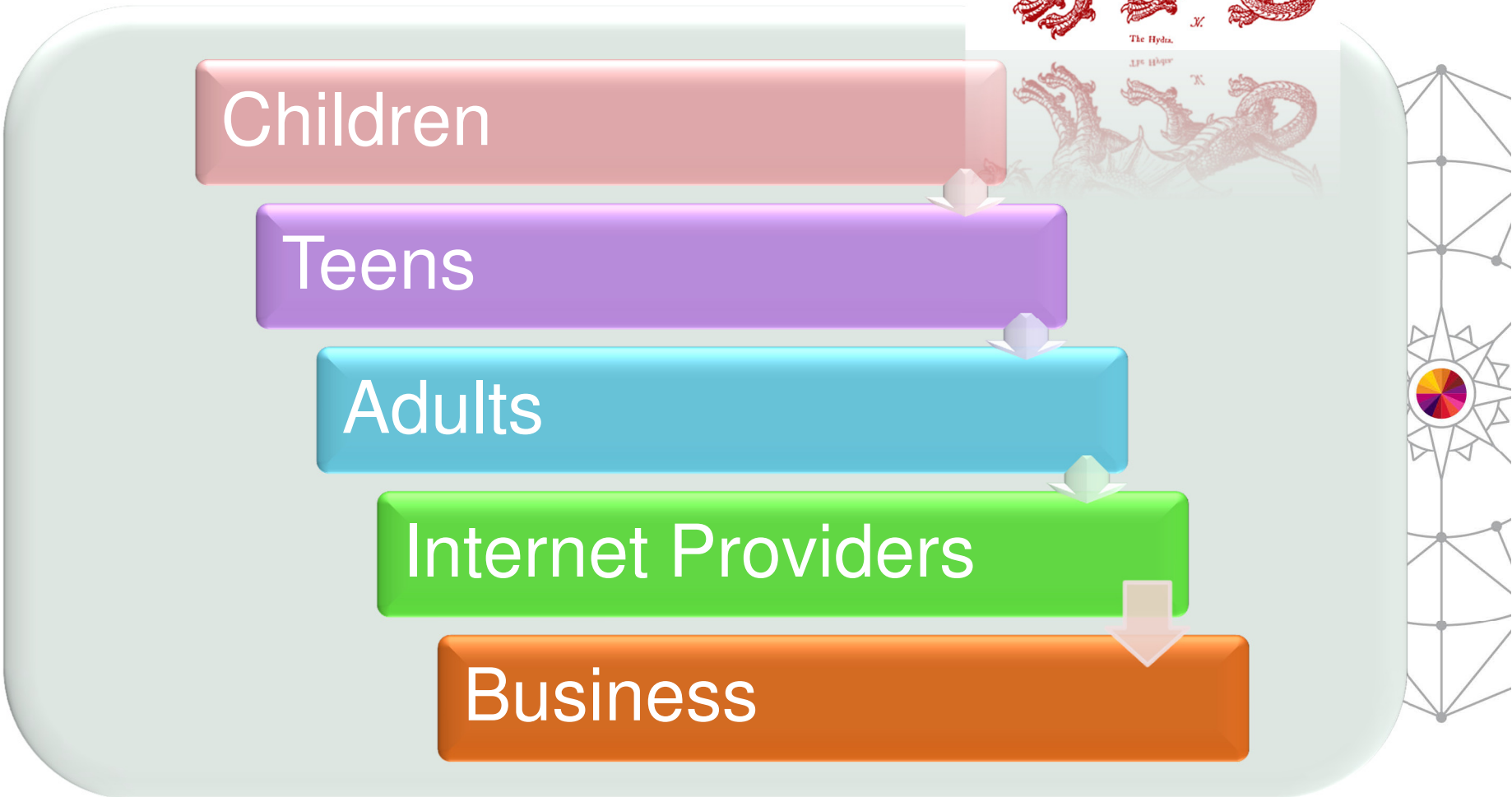# Power of Social Networking

Arab Spring?

Global Terrorism?

Going Viral:
The unusual and entertaining?

Where to Focus?

Children

Teens

Adults

Internet Providers

Business

SHARE
in Anaheim

Where to Focus – Business?

Marketing

General networking

Knowledge sharing

Team networking

Project Networking

Where to Focus?

Business Networking

Business – Personal Convergence

Beware! Here there be Monsters!

Personal Networking
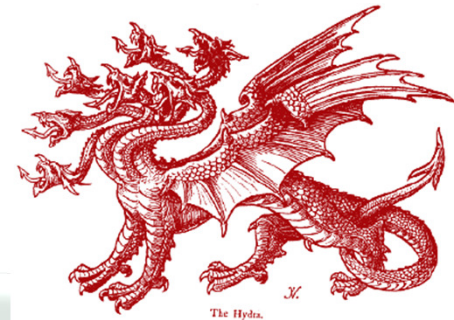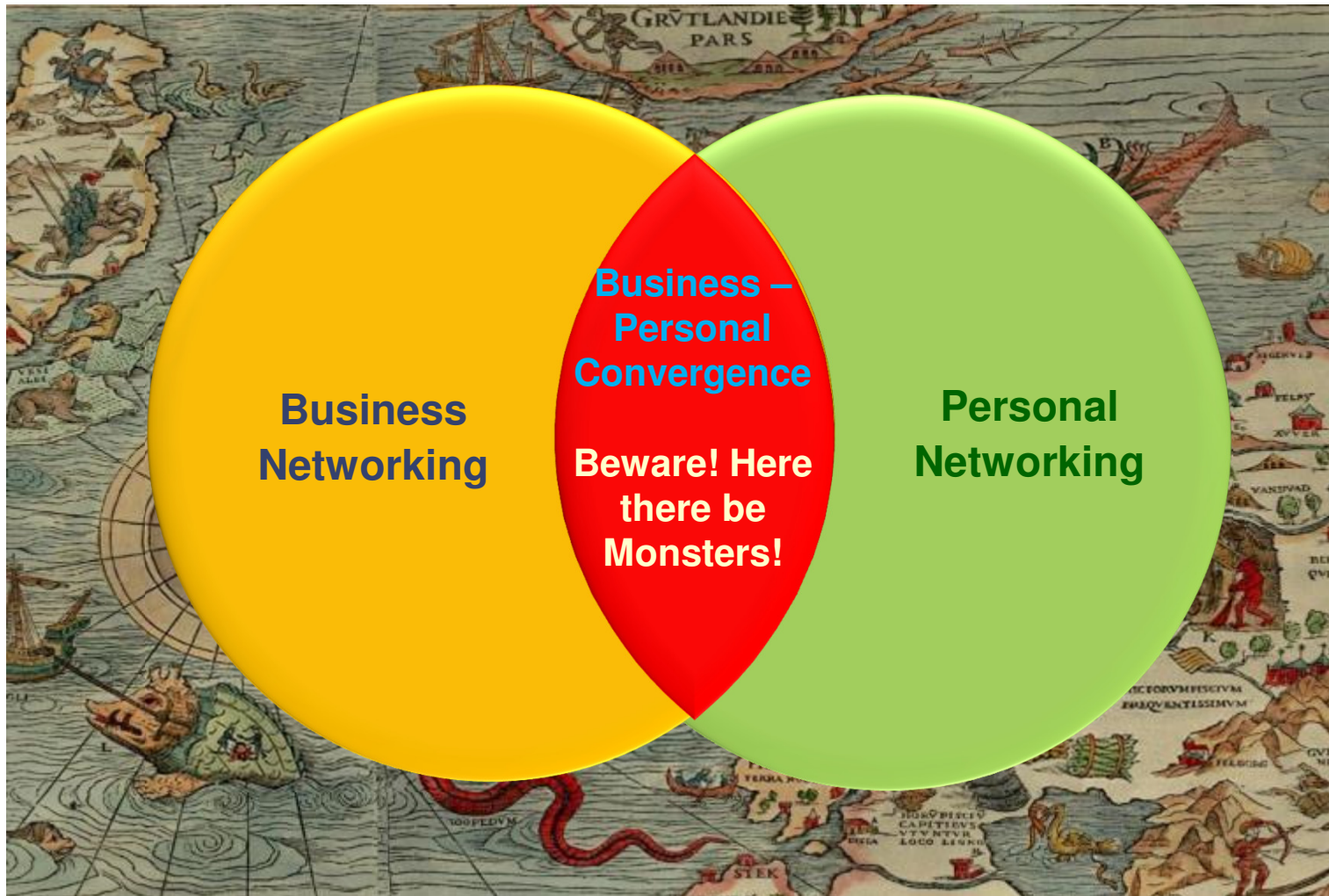
A Cesspool
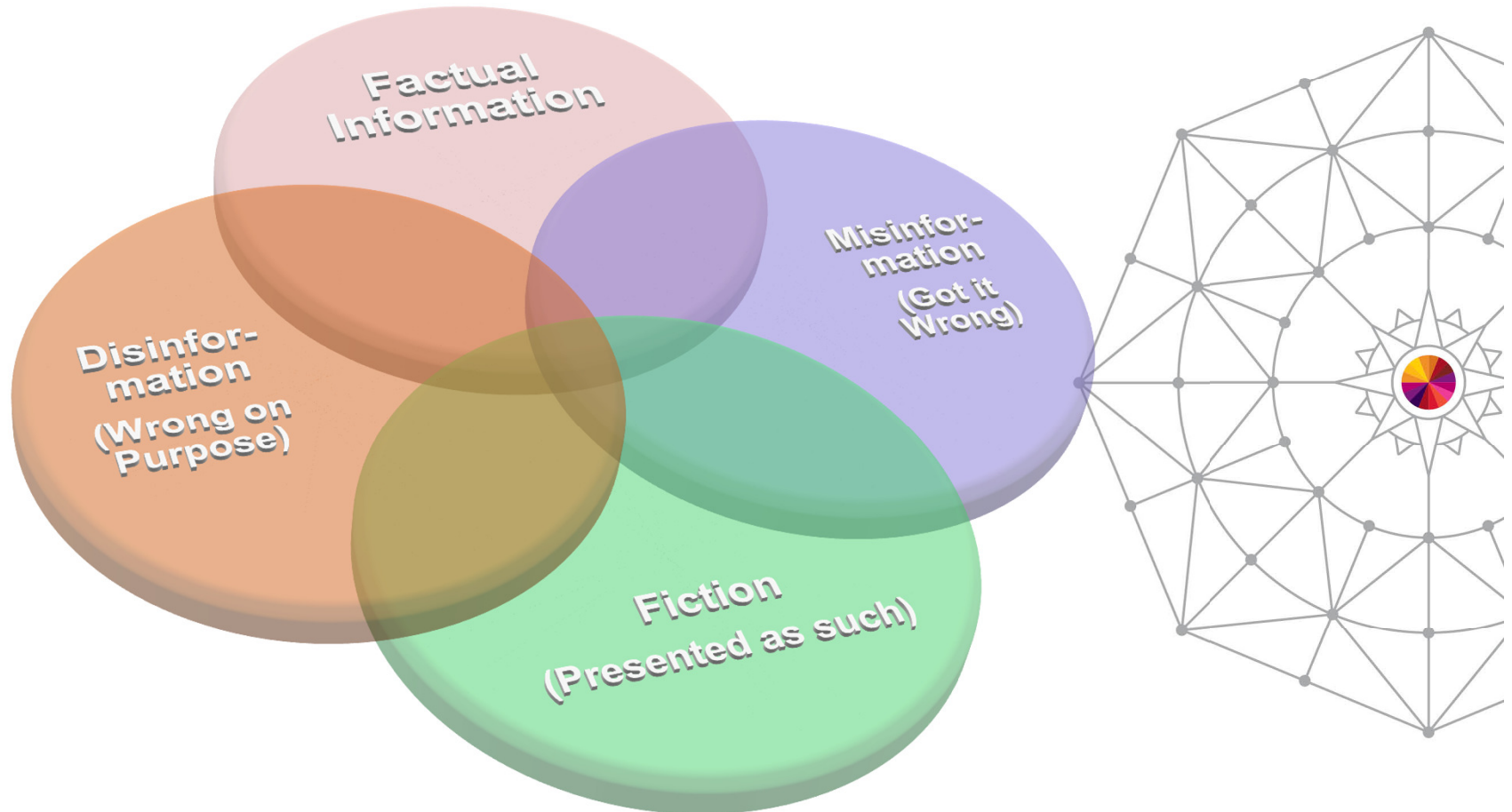
Social Media Psychology
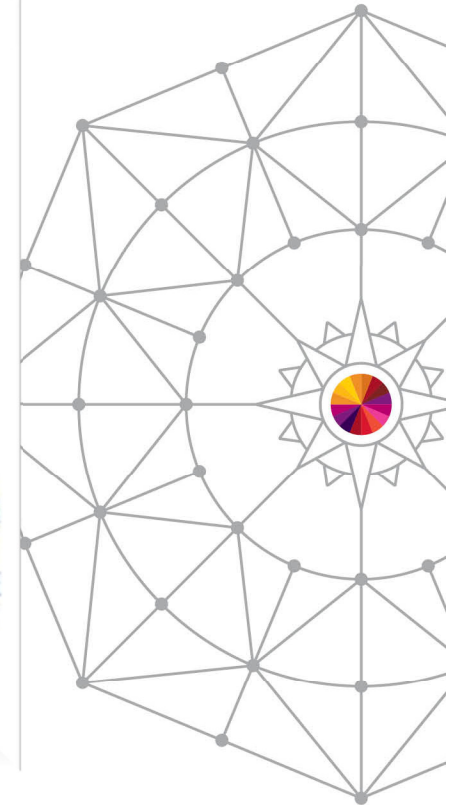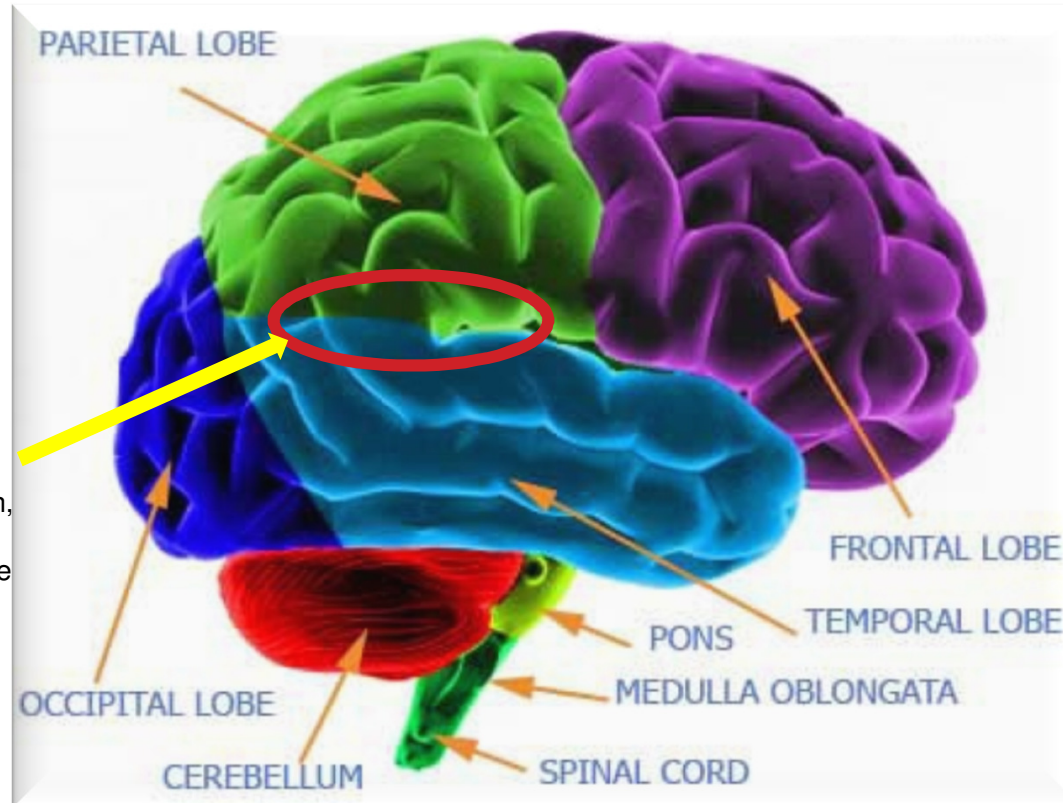
Temporal Parietal Junction

The Temporal Parietal Junction, or TPJ, is the part of the brain that is activated when someone considers whether or not to share something.

http://marketingland.com/the-science-psychology-of-social-media-66093

Social Media Psychology

Key Decision Factor:

How much would this appeal to others?

Funny

Very Helpful & Unique

Going Viral

Amazing / Spectacular

Controversial

www.famewizard.com

I Share, therefore, I am!

Secure Business Usage (Relatively)

Marketing

Collaboration

Crisis Detection

Customer Reach-out & Support

Analytics and Trends

Recruiting
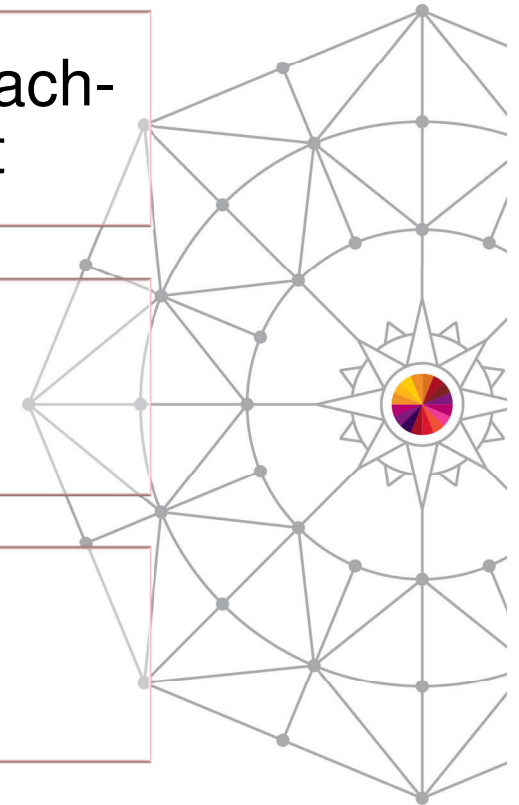
The critical element is structure and control.

Business Security Risks

Business Networking

Business – Personal Convergence

Personal Networking
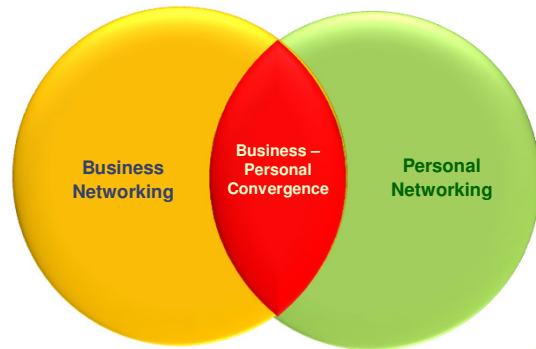
The largest concern for employers is the ability of employees to steal trade secrets, reveal customer lists and expose proprietary information in a split second.

Phishing

Loose Lips

Brand Defamation

http://hrcounselorscorner.com/tag/social-media/
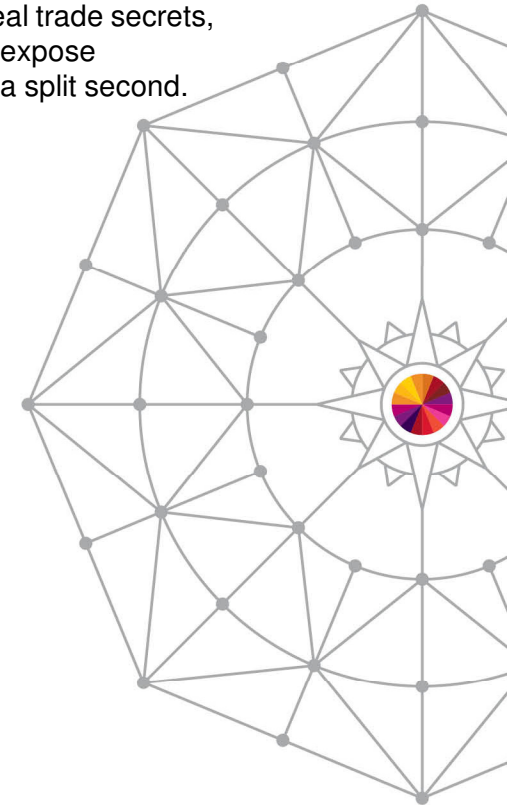
Social Media Governance Challenge

Business Networking

Personal Networking
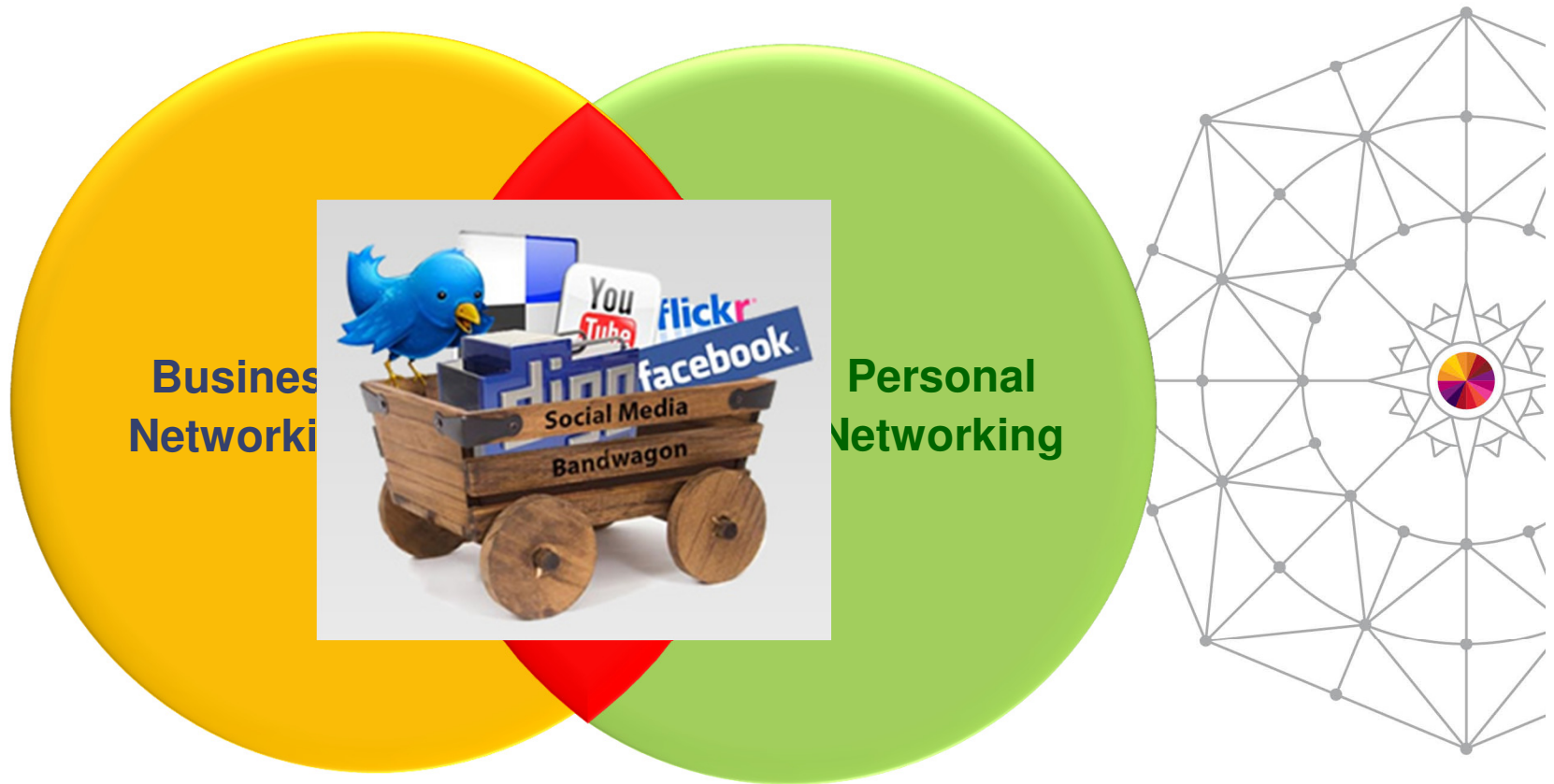
Social Media Privacy-Security Solution

Monitoring

Policy

Managing Employee Social Media Activity

Social Media Policy

Inc. ≡ ▾misnomer," Falls says. "It's more than just telling empl INC. 5000 | MAGAZINE | EVENTS | NEV
Login or signup company computers."

Here is a list of some social media policies Falls suggests companies should consider creating:

- Employee Code of Conduct for Online Communications
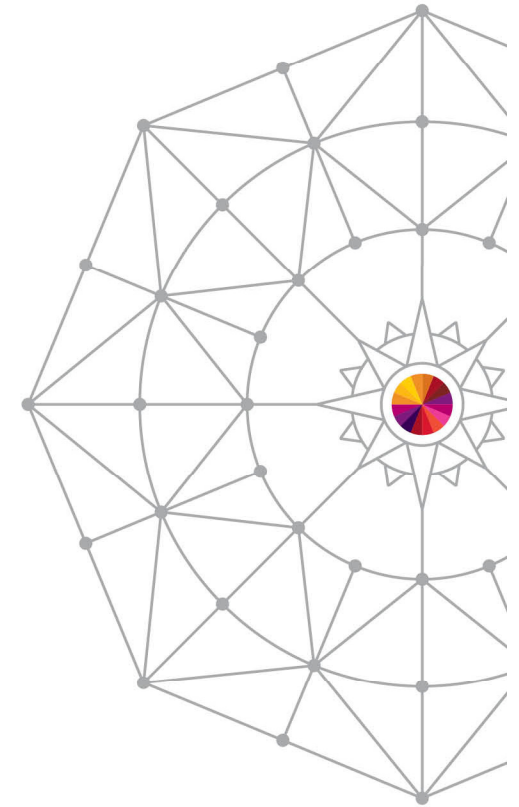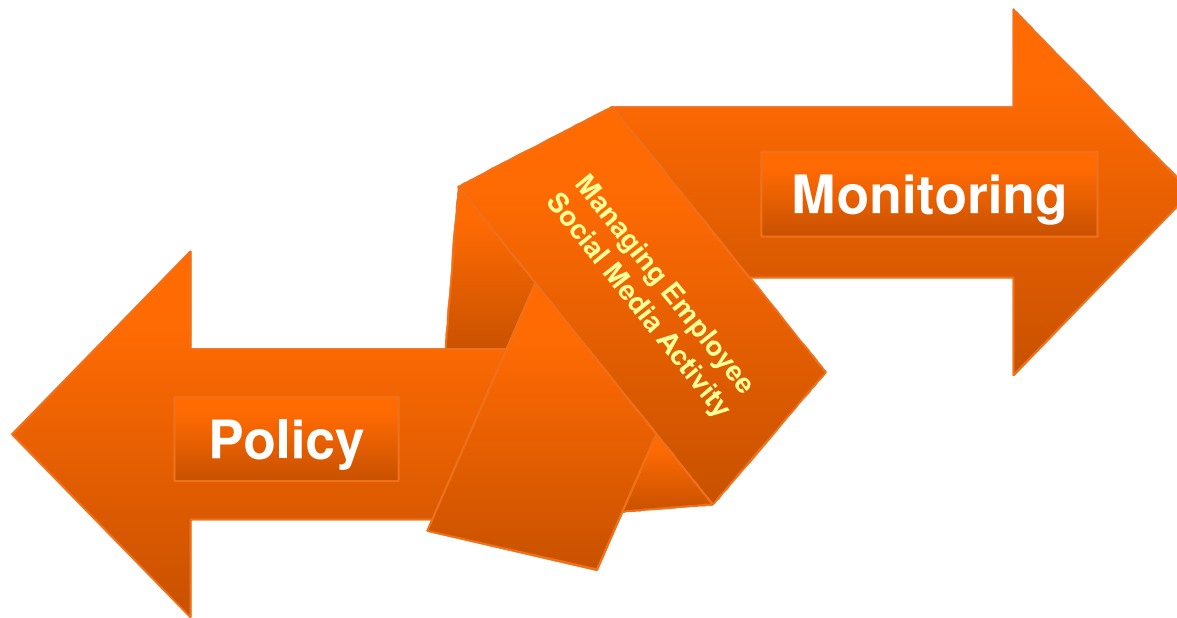- Employee Code of Conduct for Company Representation in Online Communications
- Employee Blogging Disclosure Policy
- Employee Facebook Usage Policy
- Employee Personal Blog Policy
- Employee Personal Social Network Policy
- Employee Personal Twitter Policy
- Employee LinkedIn Policy
- Corporate Blogging Policy
- Corporate Blog Use Policy
- Corporate Blog Post Approval Process
- Corporate Blog Commenting Policy
- Corporate Facebook Brand Page Usage Policy
- Corporate Facebook Public Comment/Messaging Policy
- Corporate Twitter Account Policy
- Corporate YouTube Policy
- Corporate YouTube Public Comment Policy
- Company Password Policy

"Part of the problem is that *social media policy* is a misnomer," Falls says. "It's more than just telling employees what they can and cannot do on company computers."

Jason Falls, Social Media Strategist
Social Media Explorer LLC

http://www.socialmediaexplorer.com/social-media-marketing/what-every-company-should-know-about-social-media-policy/

"While it may seem frivolous to spell out policies for every social network, that's not quite the point," Falls says. "Different networks have different implications for different companies."

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Social Media Policy Contents
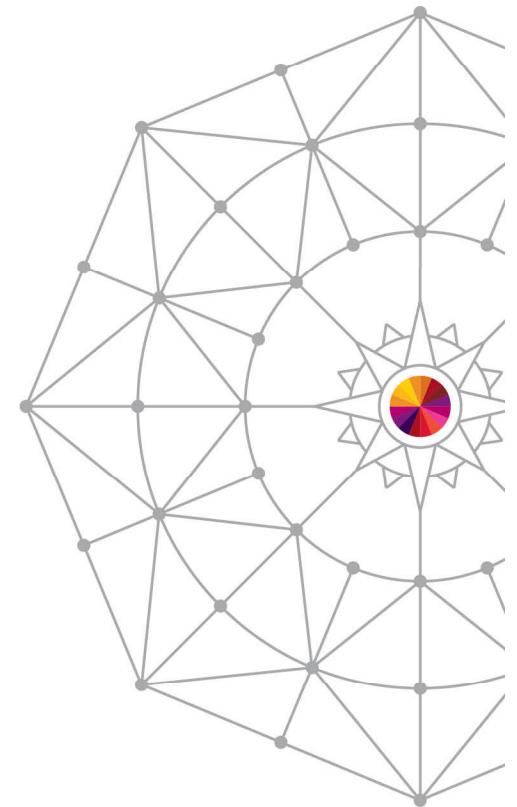
- Employer Right To Monitor
- Corporate Information to be Distributed through Authorized Channels
- Prohibit posting corporate confidential information
- Comply with Financial Disclosure Law
- Comply with IP and Copyright Law
- Acceptable Behavior

http://img.en25.com/Web/XpertHRUS/FC0024_XHR_201210.pdf

A simple policy example

- ***PERSONAL USE OF SOCIAL MEDIA: OUR EXPECTATIONS***
- Whether you are an authorized Company spokesperson or not, when you're talking about our Company, our brands, or our business on your personal social networks, keep in mind that:
- Our Company's Information Protection Policy, Insider Trading Policy, and other policies still apply.
- You are responsible for your actions. We encourage you to get online and have fun, but use sound judgment and common sense.
- You are an important ambassador for our Company's brands, and you're encouraged to promote them as long as you <u>make sure you disclose that you are affiliated with the Company</u>. How you disclose can depend on the platform, but the disclosure should be clear and in proximity to the message itself.
- When you see posts or commentary on topics that require subject matter expertise, such as ingredients, obesity, the Company's environmental impacts, or the Company's financial performance, avoid the temptation to respond to these directly unless you respond with approved messaging the Company has prepared for those topics. When in doubt, contact your local Public Affairs and Communications director.
- Be conscientious when mixing your business and personal lives; be sure to know your work group's policies regarding personal use of social media at work or on Company devices.

http://www.coca-colacompany.com/stories/online-social-media-principles
http://corporate.walmart.com/social-media-guidelines
http://www.allthingsic.com/smpolicy/ (The Motherlode)

Social Media Policy Implementation

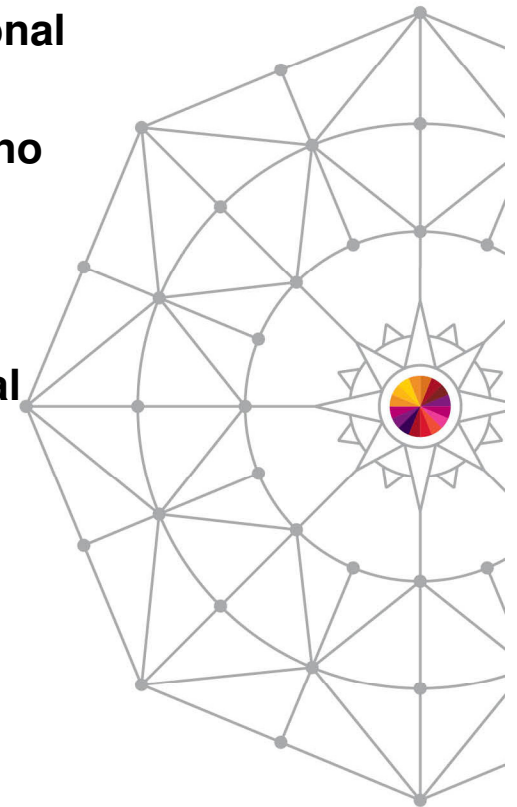Policy(ies) Definition & Publication

Employee Training & Acknowledgement

Policy Refinement & Update

Implementation – Useful Guidelines

1. **Encourage employees to maintain separate accounts for personal and professional use**

2. **Remind employees that disclosing insider information is a no-no — under any circumstance**

3. **Create an open — and safe — environment for employees to admit online mishaps**

4. **Don't ask employees to promote the company on their personal accounts**

5. **Clearly set out when personal social media accounts are accessible by employers**

6. **Establish guidelines for those who own the company's social media accounts from the beginning of employment** – what is the user's vs. what is the company's account

http://www.cornerstoneondemand.com/blog/6-best-practices-monitoring-employees-personal-social-media-posts#.UyCRzc7EGRM
http://www.inc.com/guides/2010/05/writing-a-social-media-policy.html

Complete your session evaluations online at www.SHARE.org/Anaheim-Eval

Social Media Policy Enforcement

Hold Your Horses

Free Speech?
Check on the legal constraints in all jurisdictions in which you operate…not all allow you to take disciplinary action against employees for their social media behavior. Also, you may face labor relations challenges.

California, Colorado, Connecticut, North Dakota and New York
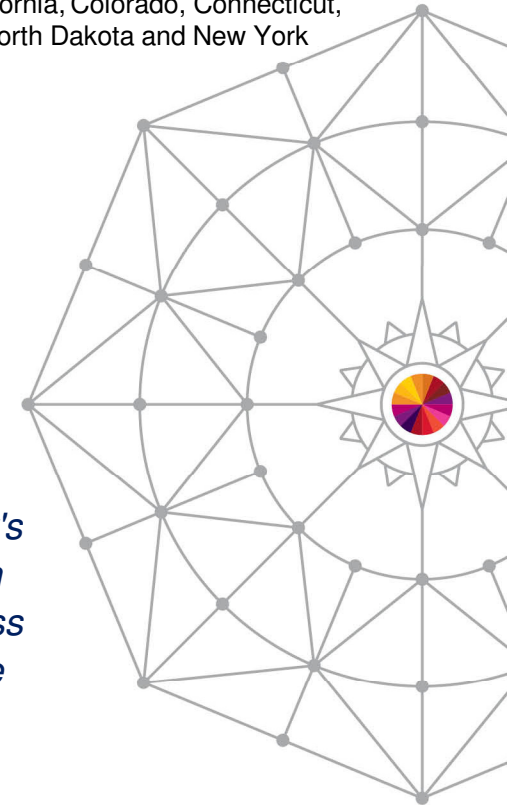
"…an employer can, and must, intervene when an employee's online actions are placing the employer at legal risk -- such as betraying confidential information, or violating the Federal Trade Commission's rules on endorsements of the company's products, or threatening or harassing a co-worker. Third, employers can act when an employee has crossed a line and acted disloyally. Complaining about your boss or your pay isn't disloyal; telling people that the hospital where you work is unsafe would be disloyal - though if there are real safety concerns raised, the employer needs to address them." (From Monster)

Complaining ≠ Disloyalty

SHARE in Anaheim
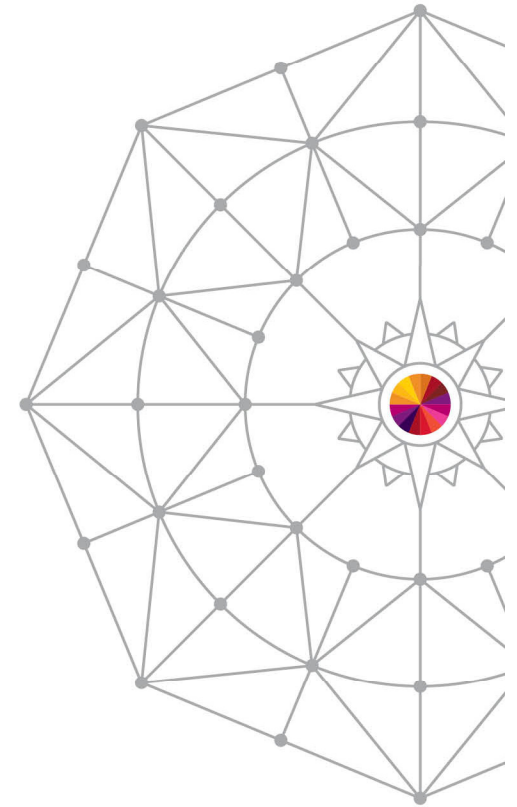
Unlawful Social Media Policy

1. **Confidentiality –** In the old days, employers often restricted employees from sharing confidential company information without prior written approval. But today, we use social media to communicate, organize and build consensus with our peers, and we do so by sharing. Payroll information could be considered "confidential" by the employers, but in a recent case against Costco, the Board found that prohibiting employees from sharing wage information infringed on their protected rights to bargain collectively. **You can protect trade secrets, intellectual property and proprietary information**. But be careful not add overly broad, nonspecific confidentiality clauses to your social media policy.

2. **Disparaging Remarks –** The Board ruled that Echostar could not stop employees from making "disparaging or defamatory comments about Echostar, its employees, officers, directors, vendors, [and] customers." The NLRB protects an employee's right to call out and publicize what they see as unfair workplace practices. Employer policies that could have a chilling effect on those protected activities is seen as unlawful.

3. **Media Relations –** Ask your legal counsel to look into it deeper it this one. But in striking down these social media policies, in some cases the Board also found that mainstream media relations policies requiring employees to secure approval before speaking with the press also violates worker's rights, since it could deter them from leveraging the news media to publicize unfair practices in an effort to improve their working conditions. That's a protected activity.

http://www.socialmediaexplorer.com/social-media-marketing/how-to-tell-if-your-social-media-policy-is-unlawful/

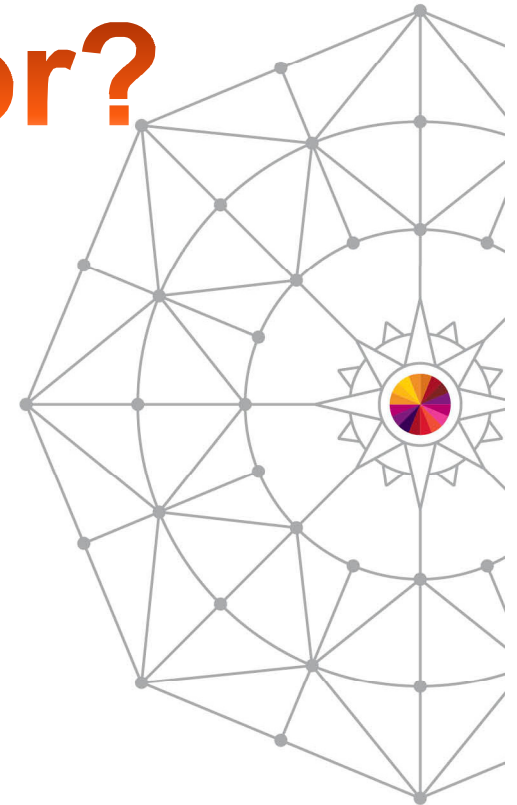# Social Media Monitoring

Ain't No Law Against it!

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in Anaheim

Social Media Monitoring

Who should Monitor?

Human Resources?

Corporate Branding?

Social Media Department?

Social Media Monitoring

http://employee-monitoring-software-review.toptenreviews.com/index.html

https://www.privacyrights.org/workplace-privacy-and-employee-monitoring
http://www.nfib.com/article/monitoring-employee-internet-use-where-to-draw-the-line-with-privacy-52370/
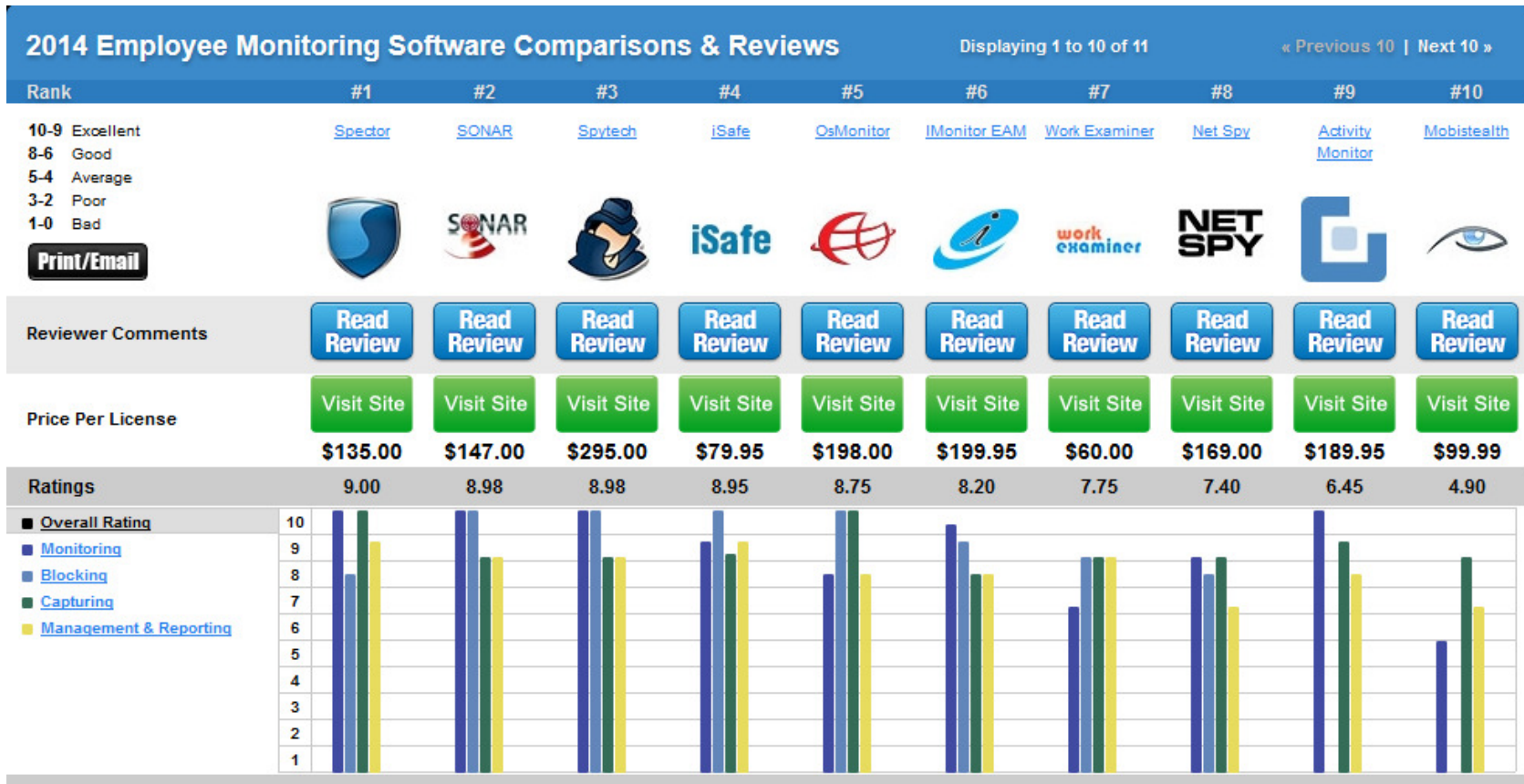
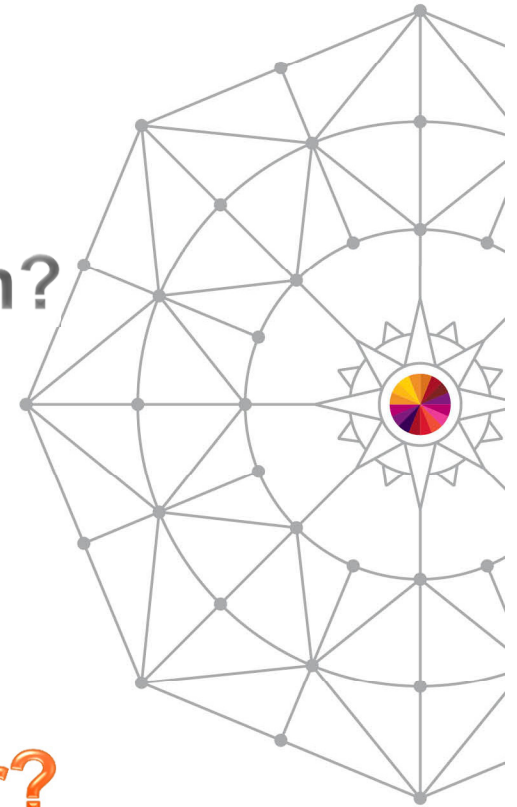**Complete your session evaluations online at www.SHARE.org/Anaheim-Eval**

Taking Action Against Employees

To do   Counseling?
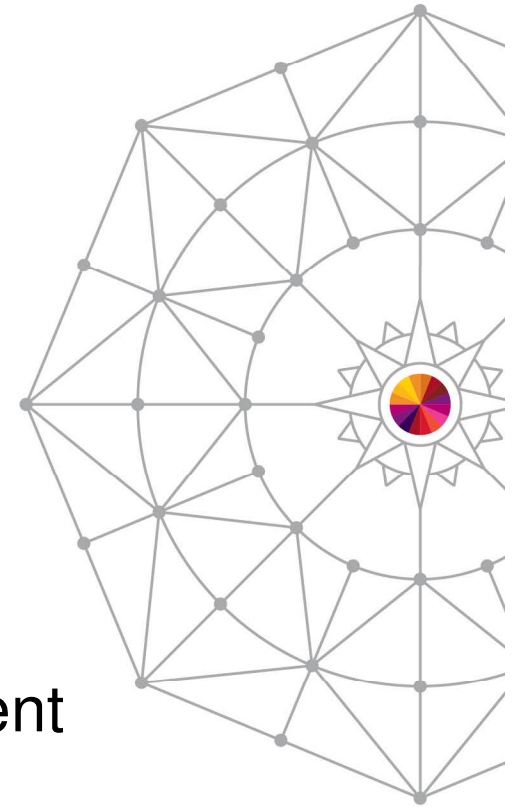
or   Disciplinary Action?

not to do?   Termination?

Now, what about that Complainer?

Complete your session evaluations online at www.SHARE.org/Anaheim-Eval

Your Next Steps

- Research

- Policy needs identification

- Roles & Responsibilities

- Process definition:
  Counseling, discipline, termination

- Monitoring Tools
  Selection, training, deployment, operations

- Policy development and publication

- Employee Training & Policy Acknowledgement

- Initiate monitoring and follow-up

Thank You!

Complete your session evaluations online at www.SHARE.org/Anaheim-Eval