Social Media
Risks & Redemption

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I am a lawyer, but I am not your lawyer – nothing in today’s presentation is legal advice or should be construed as such.

I work for Deluxe, but everything you’re going to see and hear in the next 3 hours is my own opinion and does not reflect the views of Deluxe or its leadership.
“...in 2005 Facebook didn’t exist for most people, ‘Twitter’ was still a sound, the cloud was something in the sky, 3G was a parking space, applications were what you sent colleges, and ‘Skype’ was a typo...”
– Thomas Friedman

What is Social Media?
Websites and applications that enable users to create and share content or to participate in social networking
Announcing the new pope in St. Peter’s Square
12 social media users added EVERY SECOND

47% of all online time is spent on Social Media
Why Should I Care?
#CecilTheLion

**POWER IN NUMBERS**

Help them find it and establish yourself as a resource.

**SOCIAL LISTENING**
Sears
www.searshc.com

5.7k Reviews 5.7k Salaries 1.6k Interviews

I worked at Sears full-time (More than 3 years)

Pros
- Good advancement if you get along with upper management.
- Biweekly payroll
- Half for certain national holidays

Cons
- Horrible training
- Management is lazy
- Technology is outdated
- Gossip mill
- Raises based on personal preference vs performance
- People came to work intoxicated

Advice to Management
I worked at Sears part-time (More than a year)

Pros
The only things to look forward are the people you work with, and maybe a few repeat customers that understand the position you're in. I had good experiences with store managers, since they were generally close enough to the customers to understand the reality of things.

Cons
Upper management only cares about numbers. They don't care what you do as long as you min/max the target metrics at

Be prepared to go along with business practices you may not find ethically sound. Harassing people for extras and credit cards (sometimes multiple credit card applications) to just short of harassment is actively rewarded.

Cons
The upper management was a nightmare... who do you tell when the HR is crooked? (

Advice to Management
Fire yourselves. Don't be offended when an employee that works under you is out shining you or making more money than your salary. Working part-time employees for full time hours for consecutive weeks until it's one week before you have to offer them full-time is dishonest, unfair, and says something about your company culture and integrity. P.S. Talking about the staff over walkie talkies that management has while one is...
The Rules
CONCERTED ACTIVITY

VIRTUAL WATER COOLER
YOUR EMPLOYEES CAN POST THIS... AND WORSE.
84% of ORGANIZATIONS USE SOCIAL MEDIA IN HIRING DECISIONS
From a single Facebook photo, recruiters may be able to infer

- Gender
- Race
- Ethnicity
- Age
- Disability
- Pregnancy
HARASSMENT

Employees will talk to and about each other on social media
INTELLECTUAL PROPERTY ISSUES

INFRINGEMENT

D M C A
DISTRIBUTE INFORMATION BROADLY & NON-EXCLUSIVELY
FTC RULES

DISCLOSE ANY MATERIAL CONNECTION TO ENDORSERS
CLEAR & CONSPICUOUS

This is normal language.

THIS IS DISCLAIMER LANGUAGE.
OMG. Have you heard about this? As you guys know my #morningSickness has been pretty bad. I tried changing things about my lifestyle, like my diet, but nothing helped, so I talked to my doctor. He prescribed me Diclegis. I felt a lot better and most importantly, it's been studied and there was no increased risk to the baby. I'm so excited and happy with my results that I'm partnering with Dutschein USA to raise awareness about treating morning sickness. If you have morning sickness, be safe and sure to ask your doctor about the pill with the pregnant women on it and find out more www.diclegis.com.
www.DiclegisImportantSafetyInfo.com

view all 10,983 comments

leumealena daryussolichord
flawlessfashionstore tik if she's getting paid for this and do not care. But it is safe for mom & baby. I called my doctor because I couldn't even keep water down.
#CorrectiveAd I guess you saw the attention my last Morningsickness post received. The FDA has told Duchesnay, Inc., that my last post about Diclegis (doxylamine succinate and pyridoxine HCl) was incomplete because it did not include any risk information or important limitations of use for Diclegis. A link to this information accompanied the post, but this didn’t meet FDA requirements. So, I’m re-posting and sharing this important information about Diclegis. For US Residents Only.

Diclegis is a prescription medicine used to treat nausea and vomiting of pregnancy in women who have not improved with change in diet or other non-medicine treatments. Limitation of Use: Diclegis has not been studied in women with hyperemesis gravidarum. Important Safety Information Do not take Diclegis if you are allergic to doxylamine succinate, other ethanalamine derivative antihistamines, pyridoxine hydrochloride or any of the ingredients in Diclegis. You should also not take Diclegis in combination with medicines called monoamine oxidase inhibitors (MAOIs), as these medicines can intensify and prolong the adverse CNS effects of Diclegis. The most common side effect of Diclegis is drowsiness. Do not drive, operate heavy machinery, or other activities that need your full attention unless your healthcare provider says that you may do so. Do not drink alcohol, or take other central nervous system depressants such as cough and cold medicines, certain pain medicines, and medicines that help you sleep while you take Diclegis. Severe drowsiness can happen or become worse causing falls or accidents. Tell your healthcare provider about all of your medical conditions, including if you are breastfeeding or plan to breastfeed. Diclegis can pass into your breast milk and may harm your baby. You should not breastfeed while using Diclegis. Additional safety information can be found at www.DiclegisImportantSafetyInfo.com or www.Diclegis.com. Duchesnay USA encourages you to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch or call 1-800-FDA-1088.
It’s policy time!
DRAFTING TIPS

ONE SIZE DOES NOT FIT ALL
YOU CAN’T CONTROL.
BUT YOU CAN MANAGE

THE NLRB SAYS:
DON’T. BE. VAGUE.
ESTABLISH OWNERSHIP

APPROVED BUSINESS USE
DEFINE CONTENT

MY ACTIONS ARE MY OWN. I CANNOT ESCAPE THE CONSEQUENCES
WHAT IS CONSIDERED CONFIDENTIAL?

DESIGNATE A SPOKESPERSON
AVOID!

DISCLOSURE

DISCRIMINATION

DEFAMATION

Expect & Plan For a CRISIS
THIS IS A WHAT A CRISIS LOOK LIKE:
Millions are in uproar in #Cairo. Rumor is they heard our new spring collection is now available online at http://bit.ly /KCairo -KC

about 3 hours ago via Twitter for BlackBerry®
Retweeted by 39 people

Kenneth Cole

#Aurora is trending, clearly about our Kim K inspired #Aurora dress ;) Shop: celebboutique.com/aurora-white-p...
DiGiorno Pizza 🍕
@DiGiornoPizza

#WhyIStayed You had pizza.
9/8/14, 11:11 PM

All impacted by #Sandy, stay safe! We'll be doing lots of Gap.com shopping today. How about you? 4sq.com/QPVDT9

A check-in at Frankenstorm Apocalypse - Hurricane Sandy
Other Great Outdoors in New York, NY
Foursquare @foursquare - Follow
epicurious
In honor of Boston and New England, may we suggest: whole-grain cranberry scones! epi.us/14sahKi

epicurious
Boston, our hearts are with you. Here's a bowl of breakfast energy we could all use to start today: epi.us/LJGHa8

americanapparel nplfts
Source: triangle

#smoke #Clouds
11,504 notes
Travel - State Dept
@TravelGov

Not a “10” in the US? Then not a 10 overseas. Beware of being lured into buying expensive drinks or worse—being robbed.
#springbreakingbadly

19 Retweets 23 Likes
1:20 PM - 30 Mar 2016

Justice Department
@TheJusticeDept

CNN is the biggest troll of them all
lmao #Petty cnn.it/29UHeHM
HOW DO I START?

Watch and Listen
REPLACE THE FEAR OF THE UNKNOWN WITH CURIOSITY.