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 it’s 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.
12 social media users added EVERY SECOND

47% of all online time is spent on Social Media

GAME CHANGER
Advice to Management

Fire your HR. Don't be offended when an employee that works under you is out earning you or making more money than your salary. Working part-time employees for full-time hours for consecutive weeks until it's its 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 ever makes it look that management has woken one to...

Show More
YOUR EMPLOYEES CAN POST THIS... AND WORSE.

84% of ORGANIZATIONS USE SOCIAL MEDIA IN HIRING DECISIONS.
RACE, COLOR, RELIGION, SEX, PREGNANCY, NATIONAL ORIGIN, AGE, DISABILITY, GENETIC INFORMATION

From a single Facebook photo, recruiters may be able to infer:

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

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YOM KIPPUR
EAT, PRAY, LOVE
HARASSMENT
Employees will talk to and about each other on social media

INTELLECTUAL PROPERTY ISSUES

INFRINGEMENT
DISCLOSE ANY MATERIAL CONNECTION TO ENDORSERS

CLEAR & CONSPICUOUS

This is normal language. THIS IS DISCLAIMER LANGUAGE.
Mergers & Acquisitions
Unprofessional vs. unethical/illegal

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.
WHAT IS CONSIDERED CONFIDENTIAL?

DESIGNATE A SPOKESPERSON
AVOID!

DISCLOSURE  DISCRIMINATION  DEFAMATION

Expect & Plan For a CRISIS

THIS IS WHAT A CRISIS LOOK LIKE:
DiGiorno Pizza

@DiGiornoPizza

#WhyIDelivered You had pizza.

9/9/14, 11:11 PM

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Gap

All impacted by #Sandy, stay safe! We’ll be doing lots of Gap.com shopping today. How about you? 419.com/QP3D5g

FOLLOW

A check-in at Panerabread Apolllo - Hurricane Sandy

eater.com/Sandwiches in New York, NY

Flickr

Panera's tomatoes - Follow

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epicurious

In honor of Boston and New England, may we suggest: whole-grain cranberry scones! epi.us/14sah1G

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epicurious

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

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HOW DO I START?

Watch and Listen