



What's Your HR Policy For Social Media?

Understanding the Importance of Social Media Usage Policies



Presented by

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Introductions

What is a social media usage policy?

Why is a social media usage policy important?

Things to consider

Wrap Up



Hundreds of millions of people around the world log on to social media EVERYDAY

Does your company want to present a unified business-wide front on social media?

Could you benefit from faster hires, more sales, thorough research data and a wider audience?

Do you want to protect your company from non-productive employee usage of social media?



A comprehensive social media usage policy is the answer!





facebook



LinkedIn



twitter



myspace.com



Ning



XING
POWERING RELATIONSHIPS



YouTube

A Social Media Usage Policy is a company policy that dictates how social media will be used—and will NOT be used—within the organization.

There are hundreds of social media sites out there that do a variety of different functions, from blogs to social networks to video- and photo-sharing sites. It's important to decide which are the right ones for telling your company's story and communicating positive information to the rest of the business world.

Failure to implement a policy makes it difficult for employees to know which functions are beneficial vs. harmful. It also prevents clients from knowing which are acceptable methods of communication.

Ask yourself:

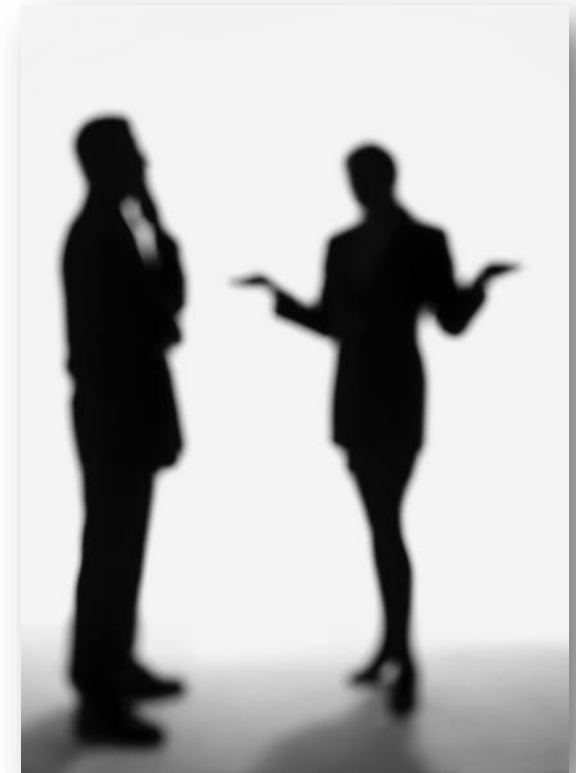
- What are the best sites and methods for business-only social media use in our organization?
- Is there a strategy not useful to our company which may be useful to our clients?
- Who will be using social media in our company?
- How will we address ongoing social media issues?

Is there a catch-all policy to eliminate all problems?

No. There will always be new sites, new methods of communication and questionable content. Getting management involved in educating employees and learning good business-worthy techniques for using social media is the best strategy.



- **Clearly defined rules of engagement**
- **To ensure employees are using social media for business-related purposes**
- **Confidentiality**
- **Opinions expressed by individuals may be misconstrued as those of the company**
- **To determine how it will affect hiring policy**
- **What will be expected of employees using social media outside the company?**
- **Opportunity to examine how social media can be applied to various functions within the company**
- **Opportunity to re-address how other forms of communication should be handled within the company**





- 1. Don't let social media frighten you!**
 - You have to work together using guidelines from leadership
 - You can't dominate or control all information
 - You're here to find benefits, not pitfalls



2. Social Media is an emerging issue

- Still in its infancy
- Things change constantly
- Be prepared to tackle as an ongoing issue



3. Make social media policy and control an official initiative

- **Form a committee**
- **Get your people involved!**
- **Representatives from HR, legal/compliance, IT, marketing and sales**



4. Discuss Pros and Cons

- How will social media help us?
- How can social media hurt us?
- What strategies maximize benefits and minimize hazards?
- Listen to how employees are already using it!



5. **Build a policy in the spirit of your existing policies**
 - It shouldn't look like a one-off policy
 - It should be placed with other usage policies such as email, personal calls and policies concerning confidentiality
 - Add it to the employee handbook

6. Implement on a wide scale

- Choose who the communication should come from (Legal? HR? IT? CEO?)
- Set checkpoints to examine progress
- Be prepared to immediately start social media training
- Suggestion box?





7. Starting Social Media Training

- **Start with functional training**
- **Move up to strategic training for various functions (sales, marketing, HR/recruiting, research)**
- **Mix of in-house and outsourced**



- 8. Prepare for ongoing social media issues**
- **Have your social media committee continue to meet regularly**
 - **Will social media skills be including in hiring requirements?**
 - **Who will handle the disciplinarian role?**

Don't Take My Word For It!

IBM's Social Computing Guidelines

<http://www.ibm.com/blogs/zz/en/guidelines.html>

US Air Force Social Media Policy

<http://www.webinknow.com/2008/12/the-us-air-force-armed-with-social-media.html>

Wells Fargo Community Guidelines

<http://blog.wellsfargo.com/community-guidelines.html>

Intel—Social Media Guidelines

http://www.intel.com/sites/sitewide/en_US/social-media.htm

Atwitter Over Social Media (article featuring Aurora Healthcare)

<http://crwmaq.com/issue/february-2010/article/atwitter-over-social-media>



Remember!

- **Social media is an ongoing, ever-changing and unavoidable business issue**
- **Implementing a policy now will save headaches later**
- **Get your people involved! Social media usage policy should not come from one perspective**
- **There is a direct correlation between the amount of time you spend working with social media and the benefits you will receive from it**





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Thank You!



Thank you for attending!