

ePolicy Institute Social Media Seminars & Webinars

The ePolicy Institute's Social Media Seminar reveals how a strategic social media management program—combining policy, training & technology—can help your organization accomplish the following:

- Anticipate—and deflect—social media disasters.
- Prevent accidental & intentional misuse of business & personal social networking sites.
- Employ best practices to maximize employee compliance with organizational rules & policies.
- Identify, manage, and retain electronic business records created by social media tools in anticipation of litigation & regulatory audits.
- Reconcile employees' privacy concerns with employers' monitoring rights.
- Help protect the organization's assets, reputation, and future through the successful implementation of a strategic social media policy, based on proven best practices.

State of Social Media Policies

The 2009 *Electronic Business Communication Policies & Procedures Survey* from American Management Association and The ePolicy Institute reveals how employers are using social media policy.

46%

Policy to control use of personal social media during the workday

41%

Policy to govern discussions about the company on business-related networking sites

40%

Policy to control discussions about the company on personal networking sites

32%

Policy to govern use of business-related networking sites during the workday

SAMPLE AGENDA

Social Media Risks: Potentially Costly Legal Liabilities, Security Breaches, Regulatory Disasters & Other Risks

- Litigation Risks: Smoking Gun Tweets, Posts & Videos Can Land You in Court—and Out of Business
- Understanding Regulatory Risks, Rules & Responsibilities
- Recognizing and Preventing Confidentiality, Copyright, Trade Secret, Security, Productivity, and Other Social Media Risks
- Employers' Risks and Responsibilities vs. Employees' Rights
- Learning from Real-Life Social Media Disaster Stories

Electronic Business Record Retention and Disposition

- Electronic Business Record Retention: Foundation for Strategic Social Media Compliance Management
- Distinguishing Business-Critical Tweets & Posts from Insignificant Content
- Amended Federal Rules of Civil Procedure. State & Canadian eDiscovery Laws
- Understanding Regulators' Retention Risks & Rules
- Managing Tweets & Posts as Legal Evidence
- Managing eDiscovery Risks with Technology Tools
- Learning from Real-Life Electronic Business Record Disaster Stories

Strategic Social Media Compliance Management

- Putting Best Practices to Work for Individual Users and the Firm as a Whole
- Controlling Content to Control Risk
- How to Write Tweets, Posts, and Other Content that Is Appropriate and Compliant
- Managing Personal Use of Company Computer Assets
- Managing Employees' Personal Social Media Presence
- Maintaining a Civil—and Lawful—Electronic Business Environment
- Social Media Monitoring: Privacy Rights vs. Ownership Realities & the Law

- Managing People, Productivity & Risk with Technology Tools
- Learning from Real-Life Social Media Content Disaster Stories

"Three Es" of Social Media Risk Management

- Establish Clear, Comprehensive Use, Content, and Retention Policies
- Educate All Employees, from Interns to the CEO
- Enforce Policy with Discipline and Technology

Putting It All Together

- Applying Social Media Policy & Proven Best Practices to Maximize Compliance and Minimize Risks