

Social Media Rules: SEMINARS AND WEBINARS

From Twitter and Facebook to YouTube and Blogs... *How to Communicate Online Without Getting Fired, Sued, or Publicly Humiliated*

Social media dramatically increase employers' exposure to potentially costly and protracted risks including lawsuits, regulatory fines, security breaches, mismanaged business records, and productivity drains.

• **Inappropriate Tweets & Posts Trigger Lawsuits & Regulatory Audits**

Anyone with a computer and Web access can establish a Twitter presence or Facebook page and post negative, critical, defamatory, or otherwise harmful comments about your organization's people and products, financials and future. Have you established content rules to govern what employees may—and may not—write on social networking sites?

• **Unauthorized Photos & Videos Cause Humiliation & Crush Credibility**

Anyone with a Smartphone equipped with a camera or video recorder can capture and upload embarrassing or otherwise damaging photos and videos of executives and employees, facilities and secrets. Does your organization's social media policy address the use of Blackberries, Smartphones, and cell phones?

• **Leaked Secrets Sink Companies & Sabotage Careers**

Should dissatisfied workers or angry ex-employees post confidential company information or disclose trade secrets on social media sites, the devastating results can range from negative publicity and public scrutiny to regulatory investigations and declining stock valuations. Have you established confidentiality rules to protect your corporate secrets, financials & IP, as well as customers' confidential data and patients' protected health information?

• **Courts & Regulators View Tweets & Posts As Electronic Business Records**

Just like e-mail, social media can create business records. If employees use the company system to Tweet on Twitter, post on Facebook, network on LinkedIn, or upload videos to YouTube, that content may be subpoenaed, must be produced, and could be used as evidence in lawsuits or regulatory audits. Have you taken the necessary steps to preserve, protect, and produce social media content?



NANCY FLYNN

Author, Speaker,
Executive Director

A recognized expert on workplace social media policy, compliance, and management, Nancy Flynn is founder and executive director of The ePolicy Institute.™ The ePolicy Institute is dedicated to helping employers limit social media risks and other electronic disasters, including litigation, through effective policies, training programs, and technology tools.

Nancy Flynn is the author of 10 books published in 6 languages, including *The e-Policy Handbook, 2nd Edition; Blog Rules; E-Mail Rules; Instant Messaging Rules; E-Mail Management; and Writing Effective E-Mail*. Nancy Flynn is an in-demand speaker, trainer, and seminar leader with clients worldwide. She also serves as an expert witness in Internet- and e-mail-related litigation.

Since 2001, Nancy Flynn's ePolicy Institute has collaborated with American Management Association on an annual survey of social media, e-mail, and Internet policies, procedures, and best practices.

A popular media source, Nancy Flynn has been interviewed by thousands of media outlets including *Fortune, Forbes, Time, Newsweek, BusinessWeek, Wall Street Journal, US News & World Report, USA Today, Readers' Digest, New York Times, National Public Radio, CBS Early Show, CNBC, CNN Headline News, CNN Anderson Cooper 360, Fox Business News, NBC, and ABC* among others.

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

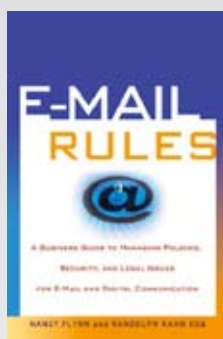
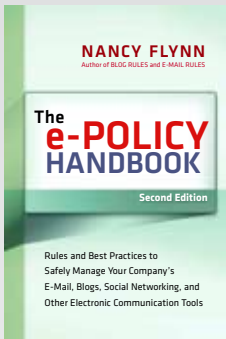
"Three Es" of Social Media Risk Management

- 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

ePOLICY INSTITUTE EXPERIENCE & EXPERTISE IS UNSURPASSED



BOOK REVIEWS

The e-Policy Handbook

“What every business book should be: easy to understand, full of practical tips, and provocative...You might not find a more useful business book this year, or next, than this one.”

—Training Magazine

“The e-Policy Handbook is the perfect companion to have at your side when drawing up your policies.”

—Legal Management

E-Mail Rules

“Top 10 Risk Management Books....37 rules for retaining and managing e-mail in ways to reduce corporate liability. Good stuff!”

—Claims

“Businesses are advised to pick up a copy of E-Mail Rules.”

—The Seattle Times

“A well-organized guide to implementing e-risk management.... Delivers a high-level training program for your clients.”

—American Bar Association, Business Law Today

Instant Messaging Rules

“Employees’ surreptitious use of IM can come back and bite your business in the bottom line, so it pays to learn about the technology and impose policies and standards.”

—Harvard Business School, “Working Knowledge” Newsletter

Writing Effective E-Mail

“Writing Effective E-Mail is a must-read for everyone who sends and receives e-mail in a business setting...Presented in a no-nonsense efficient style...Take this quick course to e-mail success.”

—Business Librarians at the Carnegie Library, Pittsburgh Post-Gazette

THE GO-TO MEDIA SOURCE

The New York Times, Wall Street Journal, Associated Press, Human Resource Executive, Newsday, Boston Globe, and EFE, the world’s leading Spanish language news agency, are just a few of the global media outlets that have turned to ePolicy Institute Executive Director Nancy Flynn for expert advice and timely tips related to Social Media in the Workplace. Fortune, Forbes, Time, Newsweek, Newsweek of Poland, Financial Times, BusinessWeek, Wall Street Journal, US News & World Report, USA Today, Readers’ Digest, New York Times, Federal Lawyer, Human Resource Executive, NPR, CBS Early Show, CNBC, CNN Headline News, CNN Anderson Cooper 360, Fox Business News, NBC, and ABC are among the thousands of media outlets that rely on the ePolicy Institute’s Nancy Flynn as their go-to source of information about social media and other electronic risks & rules, policies & procedures.

NOTABLE CLIENTS

The World Bank, Universal Studios, Association for Accounting Administration, KPMG, Analog Devices, Smith & Nephew, Assurex Global, Dawson Insurance, Property Casualty Insurers of America, Professional Insurance Agents Association of Ohio, Nationwide Insurance, International Association of Administrative Professionals, World Airlines Customer Relations Association, American Management Association, Federal Bar Association, Ohio Supreme Court, Virginia CLE, Massachusetts Bankers Association, West LB Bank, Ontario Hospital Association, State of New Mexico, Yahoo! Canada, Microsoft, ARMA Chapters from coast-to-coast, corporations, associations, government entities, and conferences/conventions worldwide.

ePOLICY INSTITUTE SPEAKING & SEMINAR TOPICS

SOCIAL MEDIA KEYNOTES, SEMINARS & WEBINARS

- **From Twitter and Facebook to YouTube and Blogs...**How to Communicate Online Without Getting Fired, Sued, or Publicly Humiliated
- **Social Media Rules:** Risks & Records, Policies & Procedures
- **Social Media Policy 101:** Creating and Implementing Effective Social Media Policy
- **Writing for Social Media:** How to Write with Impact— Without Exposing Company Secrets, Triggering Litigation, or Losing Your Job
- **Blog Rules:** Risks & Records, Policies & Procedures

E-MAIL PROGRAMS

- **E-Mail Risks & Rules, Records & Regulations**
- **E-Mail, IM & Emerging Technology Risks & Rules, Records & Regulations**
- **Texting Rules:** Risks & Records, Policies & Procedures

ELECTRONIC WRITING PROGRAMS


- **Writing for Social Media:** How to Write with Impact— Without Exposing Company Secrets, Triggering Litigation, or Losing Your Job
- **Writing Effective E-Mail:** Improving Your Electronic Communication
- **E-Mail Management:** Getting a Grip on E-Mail Overload
- **Netiquette Rules:** Creating & Maintaining a Civil Business Environment



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