Social Networking Systems Use Policy, Cell Phones & More

Samantha Rufo & Brad Stanford
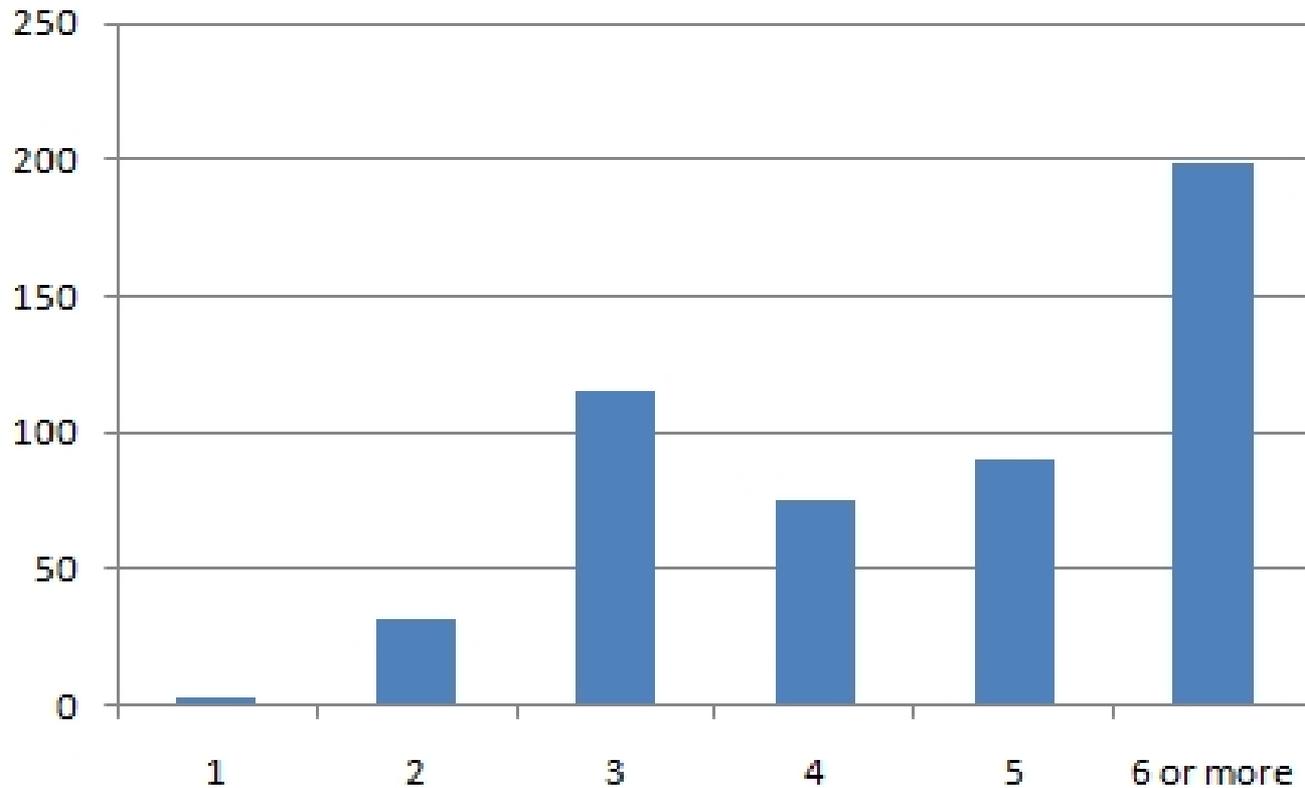
-Social Media policies-what's worked

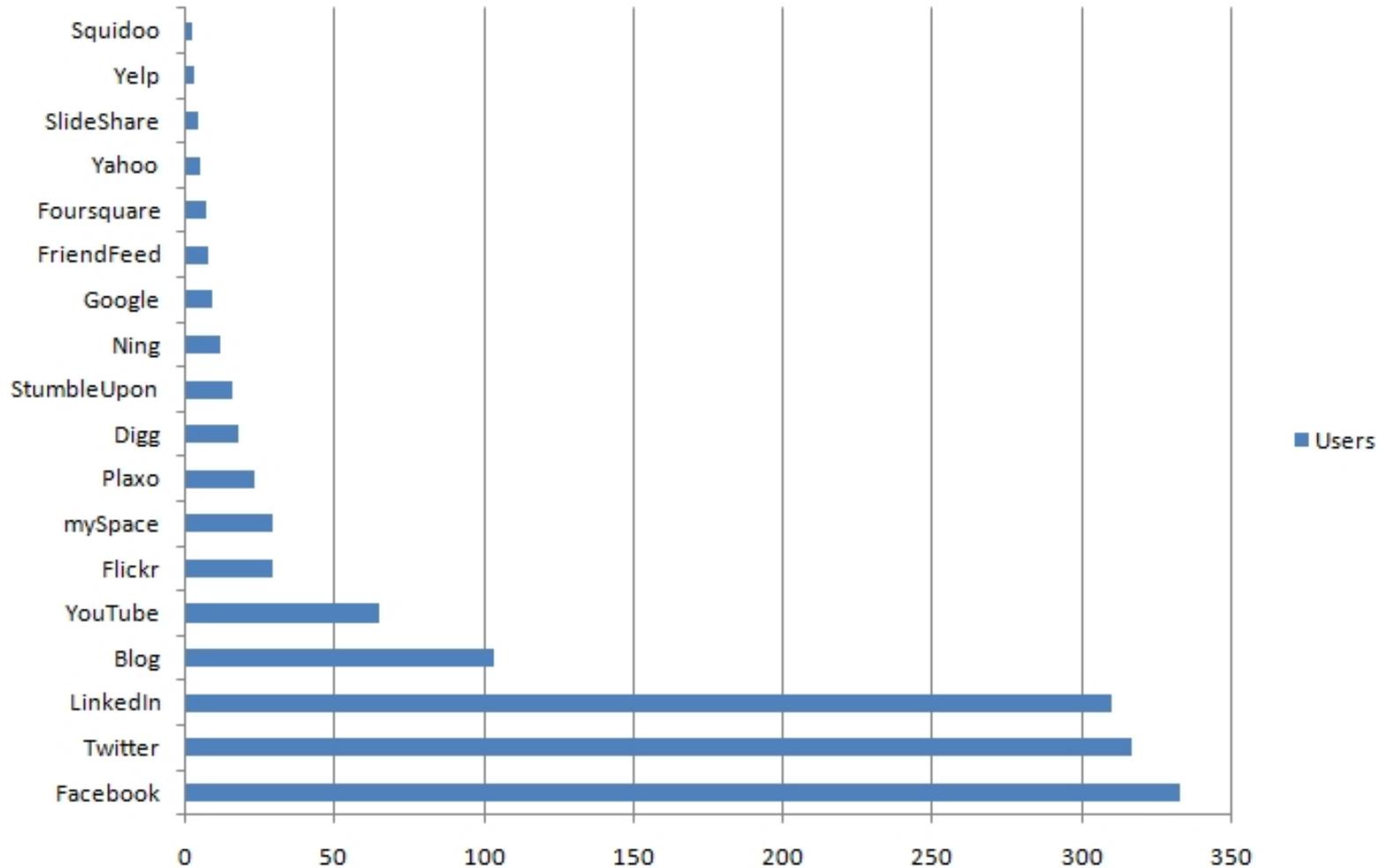-How social media is affecting marketing, sales and PR at Resorts

One is Not Enough

# of Social Media Accts Managed

Popularity Contest

Social Media Networks April 2010

In their Words

#Mrktchat Graph

A plot of the #mrktchat network generated with NodeXL. You can see that we're all pretty well connected with each other and there isn't more than on distinct community.
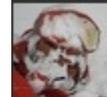
Facebook IMHO. RT @mehwolfy: What tech, network or other new thing moved the marketing needle most this year? #mrktchat

milenaregos, [+] Thu 15 Apr 17:35 via TweetChat

yielding rates UP closer to arrival for high-demand wknds RT @mehwolfy: What moved the marketing needle most this year? #mrktchat

JeffCospolich, [+] Thu 15 Apr 17:38 via Seesmic

@mehwolfy In my market, the ability to use SM to influence and hold accountable mainstream media has been the breadwinner. #mrktchat

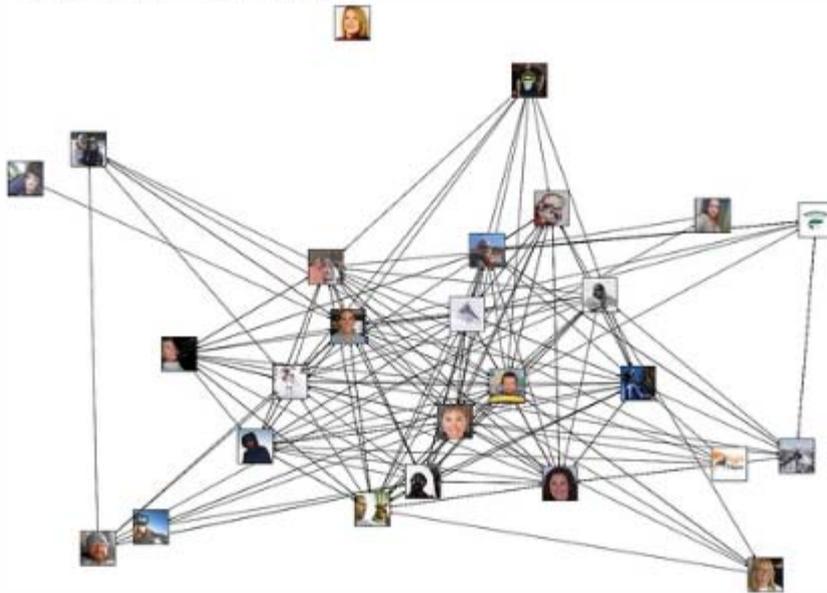KaufmanwithAK, [+] Thu 15 Apr 17:44 via Seesmic

- Do you know which of your employees are active in social media?

- Do you know what they're saying about your company?

- Have you given them any guidelines as to what types of content are and are not acceptable?

- YOUR definition of social media

- Do's and don'ts of posting online
    - Identifying himself/herself as an employee of the company
    - Use the company name, logo, product photos, or other trademarked materials.
    - Discussing customers, partners, or other employees.
    - Offering recommendations for other employees (such as on LinkedIn).
    - Posting on social media sites during business hours

Don't…

…divulge proprietary or confidential information about the company, its products, and/or its services, including financial data, pricing, strategy, and the like

…discuss or link to your competitors

…talk directly to the media (those discussions should be referred to the corporate marketing department)

…use vulgar words, ethnic or racial slurs, or derogatory comments of any kind

What happens when an employee doesn't follow the policy?
• Write-up's or termination

What about the responsibility of an employee to report the actions of another employee who violates any of the terms of policy?

There's no delete button on the web

Make Sure Staff "Get It"

- Announce the social media policy to staff
- Include in employee handbook
- Post on internal website
- Send monthly email or text reminders
- Do spot checks on social networks

The Definition

Why use social media?

Social media is defined as any usage of Web 2.0 technologies and sites such as blogging, microblogging (twitter, plurk), photosharing (flickr, twitpic), video sharing (YouTube, Vimeo), lifecasting (blogtv, qik), networking (Linkedin, Plaxo), and so forth.

Company Name uses social media as a way to:

- reach customers, partners, and colleagues in an open and transparent way,

- demonstrate thought leadership,

- open a public dialog, to learn, gain, and grow from the larger community.

Below are the current and official "**Company Name Guidelines**," which continue to evolve as new technologies and social networking tools become available.

The absence of, or lack of explicit reference to a specific site does not limit the extent of the application of this policy. Where no policy or guideline exist, employees should use their professional judgment and take the most prudent action possible. Consult with your manager or supervisor if you are uncertain.

1. **Company Name's** reputation for integrity and business ethics should never be taken for granted. To maintain that reputation, you must follow all of **Company Name's** Conduct Guidelines and exercise good judgment in your decisions and actions. It's no exaggeration to say that **Company Name's** integrity and reputation are in your hands.

2. Personal blogs should have clear disclaimers that the views expressed by the author in the blog is the author's alone and do not represent the views of **the company**. Be clear and write in first person. Make your writing clear that you are speaking for yourself and not on behalf of **the company**. Ie. "The posts on this site, including but not limited to images, links, and comments by left by readers, are my own and don't necessarily represent my employers positions, strategies or opinions."

3. Information published on your blog(s) should comply with **the company's** confidentiality and disclosure of proprietary data policies. This also applies to comments posted on other blogs, forums, and social networking sites.

4. Be respectful to **the company**, other employees, customers, partners, and competitors.

5. Social media activities should not interfere with work commitments. Refer to IT resource usage policies.

6. Your online presence reflects **the company**. Be aware that your actions captured via images, posts, or comments can reflect that of our company.

7. Do not reference or site company clients, partners, or customers without their express consent. In all cases, do not publish any information regarding a client during the engagement.

8. In all instances every employee must obey the law and act ethically. Respect copyright laws, and reference or cite sources appropriately. Plagiarism applies online as well. If you know of an unlawful or unethical situation, you should immediately tell your manager.

9. Company logos and trademarks may not be used without written consent.

10. **Company Name** participates in social media for the conversation. **Company Name** should inspire our customers to talk in an honest and human voice. **Company Name** uses social media as a marketing tool, and PR tool, not a lead generation tool.

11. Be a human being. **Company Name** uses social media as a place for us to be ourselves, to share who we are, and for us to learn who our customers are.

12. Learn by listening. When our customers speak, learn from them. Don't get defensive, don't argue for the sake of argument. Listen and take what benefits our organization to heart.

13. Be smart. Think before you speak, there are some conversations which have no benefit other than to reinforce stereotypes or create negative situations.

14. Pure sales talk has no place on social media. The goal is to surprise and engage, not to preach.

15. Know when to turn the mic off. There are some topics which will only result in problems when you discuss them. This has nothing to do with censorship, but with working within the reality of the system that exists in our world today. You will not change anything by taking on legal, medical or financial issues, you will only shock the system, spook customers, and create a negative situation.

16. Commit to the conversation. Don't stop listening just because you are busy. Don't stop participating because you don't agree with someone. Relationships are not built in a day, be in it for the long haul and we will all reap the benefits as an industry.

17. If **Company Name** management finds that your conduct on or off the job adversely affects your performance, that of other employees, or Company Name's legitimate business interests, you will be subject to disciplinary measures, including dismissal.

Sign and date that you agree to this social media policy:

_____

Social Web Employee Policy

All of us at **the company** are working to rid the world of bad experiences. Contributing to online communities by blogging, wiki posting, participating in forums, etc., is a good way to extend our mission. We believe participation in online discourse through the social web can empower us as global professionals, innovators and citizens. Therefore, it is in **the company's** interest, and in each employee's own interest, to be aware of and participate in this sphere of information, interaction and idea exchange.

These are the official guidelines for social computing at **the company** . If you're an employee or contractor creating or contributing to blogs, wikis, social networks, virtual worlds, or any other kind of social media — these guidelines are for you. We require all who participate in social media on behalf of **the company** to be trained, to understand and to follow these guidelines. Failure to do so could put your future participation and employment at risk. **the company** has an open participation policy for all employees. The choice to participate in social media is yours. If you decide to participate, you are making a commitment to following these guidelines.

Rules For Engagement

Please follow these guiding principles:

- Stick to your area of expertise and provide unique, individual perspectives on what's going on at **the company** and in the world.
- Post meaningful, respectful comments—in other words, no SPAM and no remarks that are off-topic or offensive.
- Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.
- Respect proprietary information, content, and confidentiality.
- When disagreeing with others' opinions, keep it appropriate and polite.
- Know and follow **the company** Code of Ethics, Privacy Policy and Employee Forum Guidelines.

Your Responsibility

What you write is ultimately your responsibility and requires judgment. Participation in the social web on behalf of **the company** is not a right but an opportunity, so please treat it seriously and with respect. Anything you post is accessible to anyone with a web browser. It's OK to talk about your work and have a dialog with the community, but it's not OK to publish confidential or proprietary information. Please also follow the terms and conditions for any third-party sites.

The company has established accounts on several social websites. These sites include, but are not limited to, YouTube, LinkedIn, Twitter, Facebook, Slideshare.net and Flickr. The management of these accounts, and the creation of new corporate accounts across the social web, is the responsibility of **the company's** Social Web Committee. While you are encouraged to create your own individual accounts, please do not create **the company** -branded accounts which could be interpreted as representing the company.

Failure to abide by these guidelines and **the company's** Code of Ethics could put your participation and employment **the company** at risk. If you want to participate on behalf of **the company** contact social@xxxxx.com for more information and to learn about training opportunities.

Be Transparent, But Don't Tell Secrets

As a private company, there are all sorts of laws about what we can and can't say business-wise. Talking about revenue, future product release dates, pricing decisions, roadmaps, unannounced financial results, or similar matters is apt to get you, the company, or both, into serious legal trouble. Stay away from financial topics and predictions of future performance.

Make sure your efforts to be transparent don't violate **the company's** privacy, confidentiality, and legal guidelines for external commercial speech. All statements must be true and not misleading, and all claims must be substantiated and approved. Please never comment on any of the following:

- Anything related to legal matters
- Financials
- Litigation
- Anything about competitors and their capabilities
- Product /services roadmap

Also be smart about protecting yourself, your privacy, and the company's confidential information. What you publish is widely accessible and will be around for a long time, so consider the content carefully.

Respect Your Audience And Your Coworkers

Remember that **the company** has a diverse set of employees and customers reflecting different customs, values and points of view. Don't be afraid to be yourself, but do so respectfully. This includes not only the obvious (no ethnic slurs, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory—such as politics and religion. If you have a blog, use your best judgment and be sure to make it clear that the views and opinions expressed are yours alone and do not represent the official views of **the company**.

Further, blogs, wikis, virtual worlds, social networks, or other tools should not be used for internal communications among fellow employees. It is fine for **the company** employees to disagree, but please don't use your external blog or other online social media to air your differences.

Be A Leader

There can be a fine line between healthy debate and incendiary reaction. Do not denigrate our competitors or **the company**. Nor do you need to respond to every criticism or barb. Try to frame what you write to invite differing points of view without inflaming others. Some topics—like politics or religion—slide more easily into sensitive territory. So be careful and considerate. Once the words are out there, you can't really get them back. And once an inflammatory discussion gets going, it's hard to stop.

If you make a mistake, admit it. Be upfront and be quick with your correction. If you're posting to a blog, you may choose to modify an earlier post—just make it clear that you have done so.

Use Your Best Judgment

Remember that there are always consequences to what you publish. If you're about to publish something that makes you even the slightest bit uncomfortable, review the suggestions above and think about why that is. If you're still unsure, and it is related to the company business, feel free to discuss it with your manager. Ultimately, however, you have sole responsibility for what you post to your blog or publish in any form of online social media.

Don't Forget Your Day Job

You should make sure that your online activities do not interfere with your job or work commitments.

Thank You!

Brad C. Stanford

bstanford@fwwlaw.com
Farleigh Wada Witt
121 SW Morrison Street, Suite 600
Portland, Oregon 97204
tel: 503.228.6044
http://www.fwwlaw.com

Samantha Rufo

sam@nxtConcepts.com

@srufo

Facebook 'nxtConcepts'

888-215-0820

Download the presentation online
http://www.nxtConcepts.com