

# Social Media In The Workplace

# Team 3

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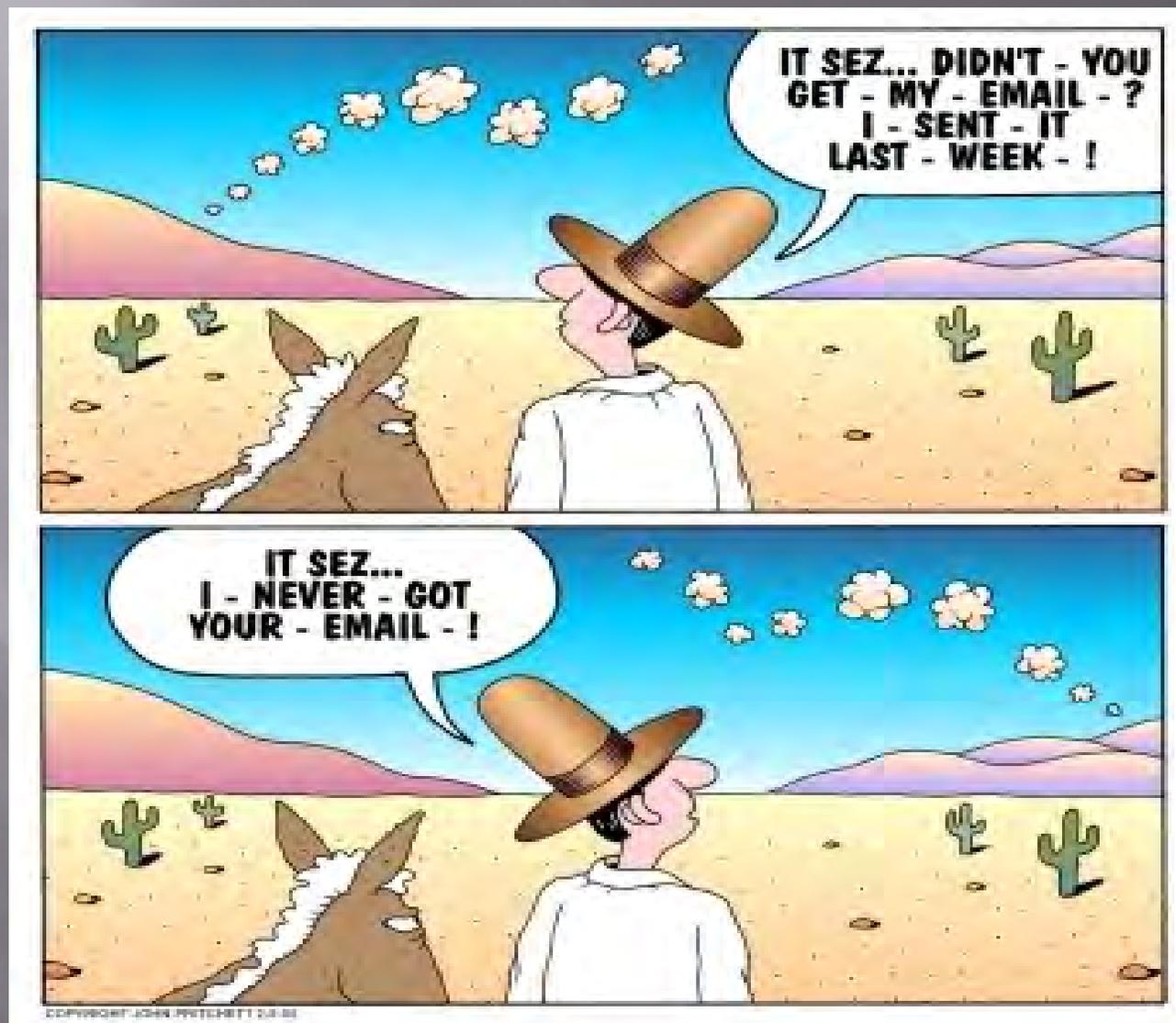
# Agenda

**Brief History**  
**Workplace Benefits**  
**Workplace Issues**  
**Workplace Policies**  
**What's Next???**

# What is Social Media?

- ▣ "Social media essentially is a category of online media where people are talking, participating, sharing, networking, and bookmarking online."

# What is it? How old is it?





Party Line old?

Were the old  
telephone party  
lines  
social networking?

***After his famous invention, Mr. Bell was faced with some serious decisions.***

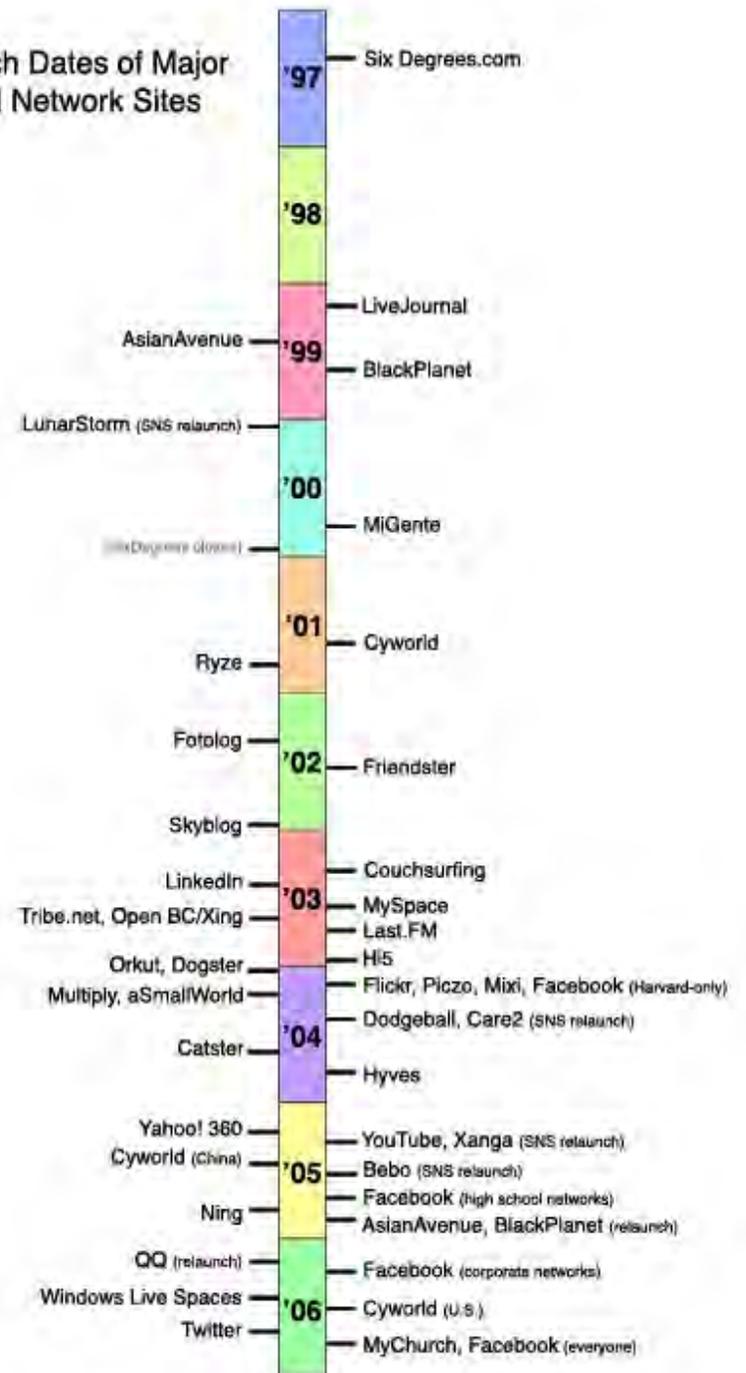
Older yet?

Hunters and elephant, Sand rock painting  
from Cederberg, South Africa 1000 to 2000  
years ago



# HISTORY OF SOCIAL NETWORKING

## Launch Dates of Major Social Network Sites



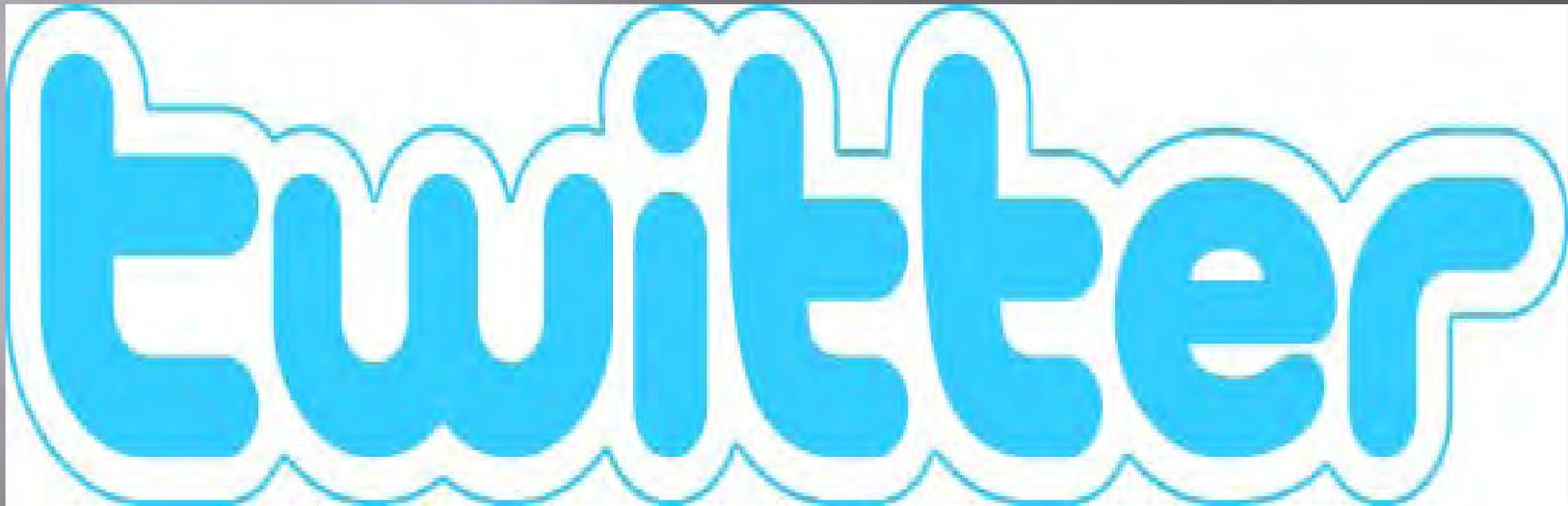
# Six Degrees.com

- ▣ Established in 1997 and still operates on a by invitation only basis.

# HI5 2003



Twitter claims over 105 million users and growing by 300,000 every day.



- What we have to do is deliver to people the best and freshest most relevant information possible. We think of Twitter as it's not a social network, but it's an information network. It tells people what they care about as it is happening in the world.

—Evan Williams Founder/CEO

The world population as of 4-28-10  
was 6,841,303,860.

300,000 new users per day means  
Twitter could sign up every  
person the world in 62.47 years!

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

facebook

- More than 400 million active users
- 50% of our active users log on to Facebook in any given day
- Average user has 130 friends
- People spend over 500 billion minutes per month on Facebook

You Tube Launched 2005

Social network video

YOU  Tube

Broadcast Yourself™

# Obama White House embraces social networking

- ▣
- ▣ Join White House presence on YouTube, Flickr, iTunes and Vimeo
- ▣ The Obama administration now has feeds on Facebook, MySpace and Twitter.
- ▣ The social-networking sites are the latest in the administration's efforts to make information widely available, and they join YouTube, Flickr, iTunes and Vimeo as places to find official content.

▣ Government Computer News [Full article.](#)

# Workplace Benefits



- ✓ **IT'S FREE, FREE, FREE!**
- ✓ It's all about people, not about the organization, companies, products, selling or services.
- ✓ People want/expect social media right now, it's not something in the future.

# Workplace Benefits

- ✓ Social Media is a great tool for providing access, especially for the chronically ill or homebound.





## Workplace Benefits

- ✓ Use of social networking is said to increase employee performance as much as 9%.
- ✓ A way to engage clients and colleagues in a conversation.
- ✓ Enhances remote team communication



## Workplace Benefits

- ✓ Makes quick news of organizational announcements.
- ✓ Twitters and Blogs bring visibility to leadership, giving the impression that they are accessible and involved.

# Workplace Benefits

- ✓ Provides a sense of community and expands that community.
- ✓ Provides new employee support.





## Workplace Benefits



- ✓ Allows established employees to share knowledge about anything, from where to grab lunch, to the best organizational practices



## Workplace Benefits

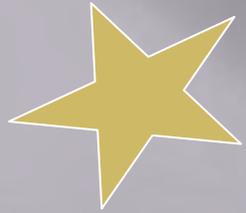


- ✓ Social media is a dialogue not a monologue; using it encourages dialogue.
- ✓ This can be difficult for government agencies, which are used to controlling the dialogue.

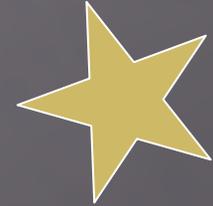
# Workplace Benefits



- ✓ Using social media can attract potential employees because it can present the company as attractive and cutting edge.



## Workplace Benefits



- ✓ Using social media can help turn a negative into a positive.
- ✓ Responding to negative comments in a positive way may be all it takes to squash the negativity. Comments will be made one way or another.

# Workplace Benefits

Department of Justice-Public Defenders Office is using YouTube for training due to tight budgets, it's "just good enough" for the purpose.



# Workplace Benefits



- ✓ The DNR currently uses Blogs and Twitters to squash rumors.
- ✓ The DNR website offers the option of opening a chat session with a customer service representative.

<http://dnr.wi.gov/chat/>

# Workplace Benefits

- ▣ The Veterans Administration uses Social Media because their clients demand it.

Look at the age of recent Vets. They expect social media to be available so the VA responded.



# Workplace Issues

- ▣ Statistics
- ▣ Productivity
- ▣ Computer Resources
- ▣ Legal Issues
- ▣ Privacy & Confidentiality
- ▣ Employee Bloopers
- ▣ Negative Publicity
- ▣ No social media policy



# Workplace Issues

## Statistics

17 percent report having issues with employees' use of social media

8 percent of those companies report having actually dismissed someone for their behavior on sites like Facebook and LinkedIn

15 percent have disciplined an employee for violating multimedia sharing / posting policies

13 percent of US companies investigated an exposure event involving mobile or web-based short message services

Source: 2009 Proofpoint, an internet security firm  
Russell Herder and Ethos

# Workplace Issues

## Productivity

Lost production time  
time spent on Facebook is  
time spent not working

Increased risk of error while at work

Employee morale

So should you ban social media?  
4 in 10 block it

What's the point?  
With smart phones , iPads,  
and satellite internet they'll use it anyway



Source: Russell Herder and Ethos

# Workplace Issues

## Computer Resources

- Bandwidth
- Viruses
- Malware
- Phishing schemes
- 81 percent believe social media poses a corporate security risk



# Workplace Issues

## Legal Issues

Defamation: Posting of inappropriate or offensive content on company bulletin boards or blogs.

Discrimination: In hiring employees through internet job postings

Harassment: Using social media sites to harass fellow employees

Employees' expectations of privacy on their office computers or in their e-mail and social media profiles

In most cases, traditional laws apply to on-line content but ...



# Workplace Issues

## Privacy & Confidentiality

Client or patient information

Other employees' privacy is compromised

Intellectual property is leaked, often inadvertently



# Workplace Issues

## Privacy Questions



Is posting on social media sites private?

Can an employer use social media sites for pre-employment checks?

Can an employer check up on employees through social media?

Employers cannot use information found on social media sites to discriminate against employees or candidates due to race, religion, sexual orientation or other protected class

# Workplace Issues

## Employee Bloopers

### Don't...

Tell your boss you have a family emergency on Halloween ...

And then post your Halloween activities on your Facebook page



# Workplace Issues

## More Employee Bloopers

### Don't ...

Post on your Facebook page that your job is boring

Post on your Facebook page, that you're devastated by an Eagles football player signing with another team while you're employed by the Eagles

Tweet that you were offered a job but now must weigh the utility of a fat paycheck against the daily commute and hating the work



# Workplace Issues

## Negative Publicity (Corporate Bloopers)

Advertisements

Arguably the worst tweet ever...

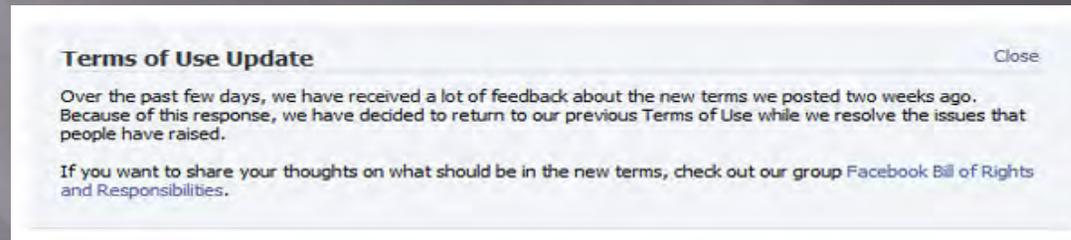
“I would die if I ever had to live here!”

A PR firm VP about his client FedEx



United Airlines Breaks Guitar

Facebook



Damage Control: “The problem is never the problem. The response to the problem is almost always the real problem” Tom Peters

# Workplace Issues

No Social Media Policy

## RULES

1. YOU CAN.....
2. YOU CAN'T...
3. YOU CAN....
4. YOU CAN'T

# Social Media & Workplace Policy

Within the work place, a policy has to be in position to address social media.

# SOCIAL MEDIA & WORKPLACE POLICY

A study by Deloitte of 2,000 workers nationwide

-74% of employees who responded said they were aware that such sites make it “easier” to damage an employer’s reputation.

-17% said their companies had policies regarding posts to social-networking sites.

What are the chances that your employees are using social media sites at some time or another, and for who-knows-what?

# Social Media & Workplace Policy

- ▣ What can my organization do?
  - Research
  - Infrastructure
  - Provide policy

Check with your organizations to see what policy is currently in place.

## WI State Government Directives & Policies

- ▣ DOC Executive Directives
- ▣ DWD Policy Guidelines

# Social Media & Workplace Policy Infrastructure

State legislative caucuses, businesses, government, and community agencies are increasingly using social networking sites to reach out to customers and constituents.

-socialnetworksoftware.com

-Dzoic Social Networking Software

-ONEsite: Industry leader in social networking software and the leading provider of online community and social media solutions.

# Social Media & Workplace Policy

## “Having a Policy in place”

- 1: A clear company philosophy
- 2: The definition of “social networking”
- 3: Identifying oneself as an employee of the company
- 4: Recommending others
- 5: Referring to clients, customers, or partners
- 6: Proprietary or confidential information
- 7: Terms of Service
- 8: Copyright and other legal issues
- 9: Productivity impact
- 10: Disciplinary action

# Social Media & Workplace Policy

## “Financial Concerns”

- ▣ Financial Cost: \$250-\$9,000
- ▣ Set up, licensing, domain, and customization are or may be an additional cost. It all depends on what you are looking for.
- ▣ Free opportunities to social network through: Yahoo, Facebook, Badoo, Classmates.com, Friendster, myspace

# Social Media & Workplace Policy

## “State & Legislative Responsibility”

- ❑ The Wisconsin Legislature’s home page acknowledges and recognizes free and open exchange of information and ideas about state government and has set up guidelines to mirror that point.
- ❑ Many states have taken the initiative to develop and establish policies at the state government level.
- ❑ Laws and regulations are in place for government websites. ([webcontent.gov](http://webcontent.gov))



# What's Next?

- ▣ Sharing no longer means email
  - NYT iPhone app added sharing functionality
    - ▣ Easily broadcast across networks: FB/Twitter
- ▣ Building a web that is social
  - Redesigning apps & products
    - ▣ Use persons real identity & friends

# What's Next?

- ▣ Social Business – Serious Play
  - Paradigm Shift: Work & Play are Mixing
  - Mobile Networks make social networking mobile
  - Game-like Quality =
    - ▣ Competitiveness
    - ▣ Rewards & Incentives for participation
    - ▣ Push technology compares users with friends
- ▣ More Businesses look to incentivize activity
  - Rewards encourage friendly competition

# What's Next?

- ▣ Social Media is more mobile
  - Becomes a Social Lifeline
    - ▣ 70% of organization ban Social Networking
    - ▣ Sales of smartphones are rising
      - Addictions assuaged via mobile devices
      - Cigarette breaks become social networking breaks

# What's Next?

- ▣ Social Media Policies will be Enforced
  - Employee Conduct
  - What is considered competition
  - Company views of Social Networking
  - Employee Participation in Social Networking

# What's Next?

- ▣ Facebook competing with Twitter & Google
  - Utilizing user's preferences
    - ▣ Easily share
      - likes/dislikes – Partner sites have Like Buttons
      - Websites visited, news stories & music
      - Info pulled shows on Facebook, etc
  - Partner Sites:
    - ▣ Pandora, ESPN, NY Times, CNN, IMDB

# What's Next?

- ▣ Facebook & Twitter
  - Add feature to track location of users
    - ▣ Check in at restaurant/bar & let friends know your location
  - New programming interface
    - ▣ Easier for outside developers to create apps
  - Reduced Privacy

# What's Next

- ▣ Augmented Reality
  - Mobile device camera, GPS & web access
  - Superimposed graphics, audio, etc to enhance your perception of the real world projected onto a surface
- ▣ Role of Big Brother
  - Point your device at a stranger and know who his friends and social contacts are
  - Point your device at a building, know who lives there and whether or not they are home.
- ▣ Is this Goodbye Privacy?
  - Depends from where information is retrieved?

# What's Next?

- ▣ Next Generation of Government Summit
  - Government will become more mobile
    - ▣ More workers will telework rather than commute
    - ▣ Boomers retire, Gen X and Millennials Take Over
      - Want a better work-life balance
    - ▣ Retired Boomers want to keep contributing
    - ▣ Social Media provides ways to share information that mitigate time and distance.

<http://www.govloop.com/profiles/blogs/retro-flashback-next>

# What's Next?

- ▣ Colleges are offering Social Media certification programs.

**Focus:** Business side of Social Media

- ▣ MATC:

- Credit courses
- Certification

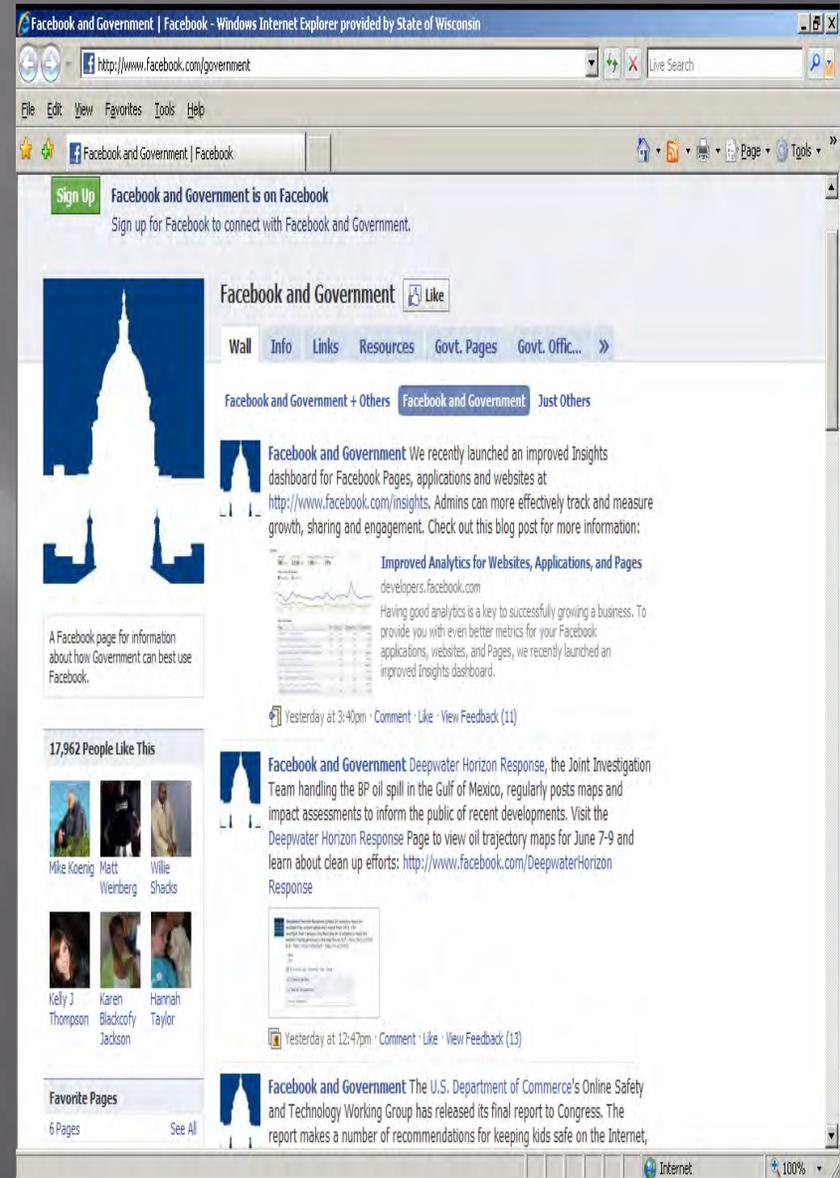
- <http://www.youtube.com/watch?v=EgTYUkTqXf8>

- <http://www.facebook.com/home.php?#!/group.php?gid=322492369346&ref=ts>

# Facebook & Government:

## *A guide to creating a Facebook page for government entities:*

Government entities with a facebook page include: White House, DOD, CDC, EPA, USPS, FCC, FBI, Commerce, Dept of Sate, USDA, Justice, Library of Congress, VA, Marine Corps, Coast Guard, Navy, Army, National Guard, Air Force, SSA, Census, Public Health, Weather Service, Arlington National Cemetery, etc.



Facebook and Government | Facebook - Windows Internet Explorer provided by State of Wisconsin

http://www.facebook.com/government#!/government?v=app\_4949752878

File Edit View Favorites Tools Help

Facebook and Government | Facebook

Facebook and Government Like

Wall Info Links Resources Govt. Pages Govt. Offic... >>

### NEED HELP?

#### Create a Facebook Page

Use our Quick-Start Guide to get started or download our detailed Pages Manual for step-by-step instructions to create a Page now.

#### Tips & Best Practices

Customize your Facebook presence with relevant tools and applications for your audience. Check out the Politics Best Practices Guide.

#### Other Resources

Visit the Facebook Help Center to get answers on specific products, features and policies.

Check out the Facebook Pages Help Section to learn more about Facebook Pages.

Visit the U.S. Politics on Facebook page to see examples of how politicians and campaigns are using Facebook.

Visit the Congress on Facebook page to see how Members of Congress are using Facebook.

### FREQUENTLY ASKED QUESTIONS

#### I'm a US Federal Agency interested in using Facebook. What do I need to do?

Visit the GSA's <http://apps.gov> website and get in touch with your agency's point of contact to find out your department's rules on social media.

#### I'm a US state or local government interested in using Facebook?

We hope you will join numerous city and state

### FREQUENTLY ASKED QUESTIONS (CONT'D)

#### How do page admins work?

You can create and admin a Facebook Page for your organization from your personal account. Admins are not public and you can add multiple admins to your page.

#### How do I turn off comments on posted items?

You cannot turn off comments on posted items. Facebook's value to you as a politician or government official is in allowing your fans to interact with your content. When people comment on or like your content, it is more likely to be seen by their friends in the newsfeed.

#### What control do I have over comments posted on my page?

You can delete any comment on a page, remove a fan, and can permanently ban a fan from the page if you feel that is necessary.

#### How can I use my mobile phone to update my page?

Facebook provides a wide range of ways to use your mobile phone to update your page while on the go. Read this [blog post for more information on how to use mobile phones with pages](#). You can also review this [presentation on How to use mobile to update Facebook Pages](#).

### CHECKLIST

#### Setup a Facebook Page

You can choose "Do not make Page publicly visible at this time" and you will be able to edit and publish later. Instructions are available [here](#).

#### Add Content to the Page

Fill out the info tab, upload photos, videos, etc.

#### Publish the Page

You can set your Page to "published" by going to Edit Page and then Settings.

#### Establish a system for regularly updating a Page

You should establish a system for regularly updating your page, will be responsible for updating it regularly, what kind of content should be posted, etc.

#### Add a Comment policy

Add a comment policy so you outline acceptable page behavior and reasons for admin intervention. The comments policy on the US Army's Fan Page is a great example.

#### Brief your boss/management on Facebook and ask them to contribute

Your boss/management might get questions from citizens and press and should be aware of it before it launches.

Internet 100%

Facebook | U.S. Department of State - Windows Internet Explorer provided by State of Wisconsin

http://www.facebook.com/usdos?v=app\_6009294086#/usdos?v=wall

facebook

U.S. Department of State

Wall Info U.S. Embass... Boxes Photos Video >>

U.S. Department of State + Others U.S. Department of State Just Others

Suggest to Friends

Welcome to our Facebook page. If you're looking for the official source of information about the U.S. Department of State, please visit <http://www.state.gov/>.

Information

Location:  
2201 C Street NW  
Washington, DC, 20520

Phone:  
202-647-4000

40,115 People Like This

Antonio Rugama Celal Bounour Ahmed Zaafan

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U.S. Department of State

CONVERSATIONS WITH AMERICA  
LIVE WITH US LAST JUNE 8, 2010

Conversations With America: A Discussion on the U.S.-India Strategic Dialogue  
[blogs.state.gov](http://blogs.state.gov)

On June 8, 2010, at 9:30 a.m. (EDT), Ambassador Teresta Schaeffer, Director of the South Asia Program at the Center for Strategic and International Studies, holds a conversation with Assistant Secretary of State for the Bureau of South and Central Asia Affairs Robert Blake on U.S.-India relations af...

4 hours ago · Share

17 people like this.

View all 7 comments

Fairaz Jafri What Strategic Dialogue? Shame on this administration for not doing anything to stop all the jobs outsourcing to India! It is time to remind India to follow the same environment pollution laws as factories in US has to follow or we will not import their products. I would say that Indian government should pay taxes for all the jobs moved from US to India! Enough is enough how long US citizens will have to hold the shorter end of the stick while countries like India and China bleed our economy.  
about an hour ago · Flag

Md Noman @ tuhar: please do not pollute this dialogue with your false informations. India was the first to do a atomic explosion in the entire region to start a arms race. And secondly you don't have to let anyone enter your country, just come out openly and declare that, so the false image of DEMOCRACY you call yourself can be settled as democratic ...  
See More

Chat (10)

U.S. Department of State U.S. Embassies, More Pages | Facebook - Windows Internet Explorer provided by State of Wisconsin

http://www.facebook.com/usdos?v=app\_6009294086

facebook

Keep me logged in Forgot your password?

Email Password Login

Sign Up U.S. Department of State is on Facebook  
Sign up for Facebook to connect with U.S. Department of State.

U.S. Department of State

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Facebook Flickr Twitter YouTube Blogs

Facebook: U.S. Embassies and Missions	Facebook U.S. Consulates:
Afghanistan	Chennai
Albania	Hyderabad
Austria	Karachi
Australia	Lahore
Argentina	
Armenia	
Australia	
Bahrain	
Barbados & E. Caribbean	
Bangladesh	
Belgium	
Belize	
Botswana	
Cambodia	
Cameron	
Canada	
Chile	
Colombia	
Congo, D.R.	
Congo, Republic of the	
Czech Republic	
Djibouti	
Ecuador	
El Salvador	
Egypt	
Equatorial Guinea	
Estonia	
Laos	
Lebanon	
Lesotho	
Luxembourg	
Macedonia	
Malawi	
Malaysia	
Mauretania	
Mauritania	
Moldova	
Mongolia	
Montenegro	
Mozambique	
New Zealand	
Niger	
Nigeria	
Pakistan	
Papua New Guinea	
Peru	
Philippines	
Poland	
Portugal	
Qatar	
Serbia	
Sierra Leone	
Singapore	

Facebook Other U.S. Department of State:

- Careers
- Careers in Foreign Affairs (Group)
- COP 15 UN Climate Change Conference 2009
- Civilian Response Corps (Group)
- Consular Affairs
- Democracy, Human Rights and Labor
- Diplomatic Security (Group)
- Franklin Fellows Program
- Global Women's Issues
- Inside a U.S. Embassy

# facebook

Keep me logged in [Forgot your password?](#)

Email  Password

**Federal Bureau of Investigation is on Facebook**  
Sign up for Facebook to connect with Federal Bureau of Investigation.



## Federal Bureau of Investigation

Wall Info Boxes Video YouTube Twitter

Federal Bureau of Investigation + Others Federal Bureau of Investigation Just Others

### Information

Location:  
935 Pennsylvania Avenue, NW  
Washington, DC, 20535  
Phone:  
202-324-3000

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### Federal Bureau of Investigation



**Into the War Theater, Part III**  
[www.fbi.gov](http://www.fbi.gov)  
In part-three of our series on training for war-zone deployments, students get a crash course on tactical casualty combat care.

Tuesday at 12:05pm · Comment · Like · View Feedback (155)



### Federal Bureau of Investigation



**Into the War Theater, Part II**  
[www.fbi.gov](http://www.fbi.gov)  
In the second installment of our series, FBI personnel embark on training for life in Afghanistan and Iraq.

June 6 at 3:16pm · Comment · Like · View Feedback (161)



### Federal Bureau of Investigation

NSA - National Security Agency | Facebook - Windows Internet Explorer provided by State of Wisconsin

http://www.facebook.com/NSACareers#!/NSACareers?v=wall

File Edit View Favorites Tools Help

NSA - National Security Agency x Intranet - Home



**NSA - National Security Agency** Like

Wall Info Jobs NSA Careers Twitter Notes >>

Welcome to the NSA Careers Page!  
Please post any questions you may have and our recruiters will be happy to help.

**Information**

Location:  
Fort Meade, MD

**5,863 People Like This**

 Cynthia Lea Clark	 Patrice Olsen	 Chinmaya Patnayaak
 Robert Crossland	 Ezekia Gilliard	 Ray Law

**Shazib شازيب Elahi** When I grow up I'm going to be a cryptographer working at the NSA :)  
Yesterday at 6:24pm · Comment · Like · Flag

**Alexander Visocki** THANK YOU NSA for another day of keeping this country safe from a grateful nation may god bless you all  
June 4 at 1:33pm · Comment · Like · Flag

**NSA - National Security Agency** Thanks Alexander  
Tuesday at 4:00am

**Alexander Visocki** The work of our intelligence agencies are the first line of defence in this crimson web of terror that we live in today .but the work that you do cannot be matched to secure people of this great nation there freedom and there lives and there is nothing more important then the NATIONAL SECURITY of this country BE BLESSED  
Tuesday at 6:04am

**Juan D'oliveira** you defend you nation and your country men  
June 3 at 8:49am · Comment · Like · Flag

**Juan D'oliveira** If you are american you can do !  
June 3 at 8:48am · Comment · Like · Flag

**Johandry Espin** Hello:  
Is It possible To apply the NSA, living in another Country?  
June 3 at 7:24am · Comment · Like · Flag

**NSA - National Security Agency** Hi Johandry - You would need to be in the US to come in for your employment

Done Internet 100%

# References

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[www.cmswire.com](http://www.cmswire.com)

[www.socialplatform.com](http://www.socialplatform.com)

[www.team.onesite.com](http://www.team.onesite.com)

Department of Corrections

Department of Workforce Development

National Association of Colleges and Employers: [www.naceweb.org](http://www.naceweb.org)

[www.itbusinessedge.com](http://www.itbusinessedge.com)

[www.hrmorning.com](http://www.hrmorning.com)

[www.ncsl.org](http://www.ncsl.org)

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[www.govloop.com](http://www.govloop.com)

<http://www.psfk.com/2008/10/augmented-reality-using-holographic-projection.html>

Twitters, Wikis & Blogs (Oh My!) Using Social Media to Promote Training & Development - Mike & Milly Jones, presenters