

SOCIAL MEDIA IN THE WORKPLACE

20 April 2012 – Manchester | 2 May 2012 – London

Full Day Workshop – 9.30 am – 4.30 pm

This workshop aims to help businesses identify and address the workplace issues that arise and balance legal requirements with practical management.

The workshop will identify and manage the wealth of workplace issues created by the rise of social media in the workplace. With many businesses keen to encourage the use of social media as part of their digital strategy, and individuals increasingly engaging and sharing their personal lives and opinions through social media sites, social media and time spent online are now part of the day to day lives of many.

Alongside the new business opportunities this creates comes abuse and misuse. It is harder than ever to separate the professional and private lives of employees.

Forensic Services Director Keith Cottenden from CY4OR will highlight how forensic investigations into computer based media can assist in connection with investigations and contentious employment matters. The topics covered will include:

- What electronic evidence may exist and can aid your investigation/case

TOPICS COVERED INCLUDE:

- Encouraging business use without permitting misuse
- Separating personal and business relevant activities
- How far can what an employee says and does online outside of work be considered and managed by employers?
- Social media policies
- Monitoring employees online – data protection and other issues influencing what an employer can and cannot legitimately do
- Detection; prevention and management of misuse:
- Cyber bullying and harassment
- Responding to criminal and other unlawful activity – child protection, and other regulatory issues
- How to secure that evidence
- Technological advances in digital forensics
- Recent case studies

This provides a unique opportunity to listen to those directly involved in this intriguing sector.

PROGRAMME

<p>09.30</p>	<p>Introduction</p> <p>Use of Social Media in the Workplace</p> <ul style="list-style-type: none"> ■ What are social media? ■ We will look at the benefits of social media for business, including: <ul style="list-style-type: none"> – Marketing/brand awareness – Recruitment – Communication – internally and externally ■ We will consider the business risks associated with use of social media in the workplace, including: <ul style="list-style-type: none"> – Damage to reputation and brand – Disclosure of confidential information – Harassment/bullying/discrimination – Loss of productivity <p>Cyber Bullying, Harassment and Discrimination</p> <p>We will look at:</p> <ul style="list-style-type: none"> ■ how use of social media can give rise to claims/grievances ■ the extent to which the employer can be liable for inappropriate use of social media <ul style="list-style-type: none"> – by employees and third parties – both in and out of working time ■ dealing with employee grievances <p>Managing Use of Social Media</p> <ul style="list-style-type: none"> ■ Regulating use of social media by employees both inside and outside the workplace ■ Implementation and content of social media policies ■ Communication and training of policies ■ Updating contracts, policies and procedures in the light of social media prominence, including: <ul style="list-style-type: none"> – confidentiality provisions (e.g. to whom business contacts stored on sites such as LinkedIn belong; what information is classed as confidential) 	<ul style="list-style-type: none"> – post-termination restrictions – harassment and bullying and equal opportunities policies – IT/internet policy – data protection policies and procedures – disciplinary and grievance procedures – recruitment procedures <p>Monitoring</p> <ul style="list-style-type: none"> ■ Legitimacy of monitoring at the recruitment stage ■ Effective and legitimate monitoring of employees' social media use ■ Limitations on employee monitoring by virtue of: <ul style="list-style-type: none"> – the Data Protection Act 1998 – the Regulation of Investigatory Powers Act 2000 – the implied duty of mutual trust and confidence ■ Potential whistleblowing issues <p>Managing Misuse</p> <ul style="list-style-type: none"> ■ Discussion and practical tips surrounding: <ul style="list-style-type: none"> ■ Conducting investigations ■ Disciplinary processes ■ Making a fair decision <p>Regulatory Issues</p> <ul style="list-style-type: none"> ■ Preserving the integrity of data from social networking sites, for evidence ■ How to handle discovery of unlawful/criminal activity, including child protection issues ■ Investigations involving the police and other authorities <p>Social Media in Practice</p> <p>We will consider the key decisions on social media in the workplace and the impact on employment rights</p> <ul style="list-style-type: none"> ■ Case studies
<p>04.30</p>	<p>Questions and Close</p>	

This course can be run in-house. For further information please call Rachel Cook on 0161 235 4562 or email rachel.cook@dlapiper.com or Anna Juniper on 020 7796 6632 or email anna.juniper@dlapiper.com