



Social Media & Ethics in the Workplace

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The Society for Human Resource Management

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# Goals for Today...

- WHAT is social media?
- WHY is it important to HR?
- HOW do we balance risk & rewards of social media in the workplace?

# Social Media Defined

**SOCIAL MEDIA** is....media designed to be disseminated through social interaction, using highly accessible and scalable techniques.



# Social Media & Talent Management

The Joy of Tech™

by Nitrozac & Snaggy



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joyoftech.com

Signs of the social networking times.



**1 in 5 couples meet online**

Courtesy of Socialnomics

**1 in 5 divorces are blamed on facebook**

Courtesy of Socialnomics

# Social Media is...

# ENGAGEMENT!

- ❑ Social Media Engages Customers.
- ❑ Social Media Engages Stakeholders.
- ❑ Social Media Engages PROSPECTIVE EMPLOYEES!
- ❑ Social Media Engages CURRENT EMPLOYEES!



**Risk & Reward**



# The Benefits of Social Media

- Reinforce a FRESH, HIGH-TECH IMAGE for your organization....
- EMPOWERS and ENGAGES your employees
- Interactively engage with customers....
- Increase overall revenue....
- Expand your engagement capacity without incurring expense
- Can assist in the search for “new” talent

**48%**



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# SOCIAL MEDIA means business....



## **Challenges Facing Organizations in the Next 10 Years**

**Getting and making the most of human capital is a key priority.**

The biggest investment challenges facing organizations over the next 10 years are obtaining human capital and optimizing human capital investments (47%), obtaining financial capital and optimizing financial capital investments (29%), and obtaining intellectual capital and optimizing intellectual capital investments (12%).

# The Risks of Social Media

- ❑ Brand and Message Control decentralized
- ❑ Employee Productivity questions
- ❑ Potential exposure to additional liability
- ❑ IT and other infrastructure issues
- ❑ The great unknown...

A spiral-bound notebook with a white page. The spiral binding is at the top. The text "HOW DO we DO it?" is centered on the page.

**HOW DO we DO it?**



Dish: \_\_\_\_\_

# Recipe

Serves: \_\_\_\_\_

LEADERSHIP BUY-IN

SOCIAL "STAGING"

THE THREE "E'S"

SOCIAL STRATEGY

MANAGING RISKS VIA POLICY



# #1 Leadership Buy-In!



The Mind of the CEO



# OPEN HOUSE

SOCIAL MEDIA: The PREQUEL

# Social Media is a window!



42-17987013 [RF] © www.visualphotos.com

# The “new” interview process





**facebook**

**twitter**

 **glassdoor.com**

**Linked**  **in**®

**socialmention\***

Are you ready for what's next?



## SOCIAL NETWORKERS MORE LIKELY TO BELIEVE THAT QUESTIONABLE BEHAVIORS ARE ACCEPTABLE

Do you feel it is acceptable to...?	Active Social Networkers	Other U.S. Workers
"Friend" a client/customer on a social network	59%	28%
Blog or tweet negatively about your company or colleagues	42%	6%
Buy personal items with your company credit card as long as you pay it back	42%	8%
Do a little less work to compensate for cuts in benefits or pay	51%	10%
Keep a copy of confidential work documents in case you need them in your next job	50%	15%
Take a copy of work software home and use it on your personal computer	46%	7%
Upload vacation pictures to the company network or server so you can share them with co-workers	50%	17%
Use social networking to find out what my company's competitors are doing	54%	30%

# THREE “Es”

## Empowered & Engaged EMPLOYEES





# The original SOCIAL NETWORK

S ADDRESSES	↑ Report Chelsea 4-30-23 after Boston 9-9454 S ADDRESSES
Name <i>Walter Shroeder</i> Street <i>185 Huntington St</i> City <i>Newark, N.J.</i> Telephone	Name <i>Glenn 974-M</i> Street <i>32 W. 4th St. Boston</i> City <i>W. 4th St.</i> Telephone <i>132 Essex St.</i>
Name <i>Walter Smith</i> Street <i>Overhill Ave</i> City <i>25 Huntington Ave</i> Telephone <i>Boston W. 4th St.</i>	Name <i>Alameter</i> Street <i>Presic Schickler</i> City <i>W. 4th St. Boston Ave</i> Telephone <i>W. 4th St. Boston Ave</i>
Name <i>43 Carroll Road</i> Street <i>W. 4th St. 42</i> City <i>A. Sperry</i> Telephone <i>1056 Belmont Ave</i>	Name <i>Yvonne to Freeman</i> Street <i>St. 1525 Hoe</i> City <i>Amund New York</i> Telephone <i>W.</i>
Name <i>Jerome 8-2504</i> Street <i>8th Ave. looking to</i> City <i>165th Cross Street</i> Telephone <i>concourse 4 room</i>	Name <i>Druphin</i> Street <i>(Henry St. Boston)</i> City <i>City W. 4th St. 138th</i> Telephone <i>W. 4th St. Boston Ave</i>

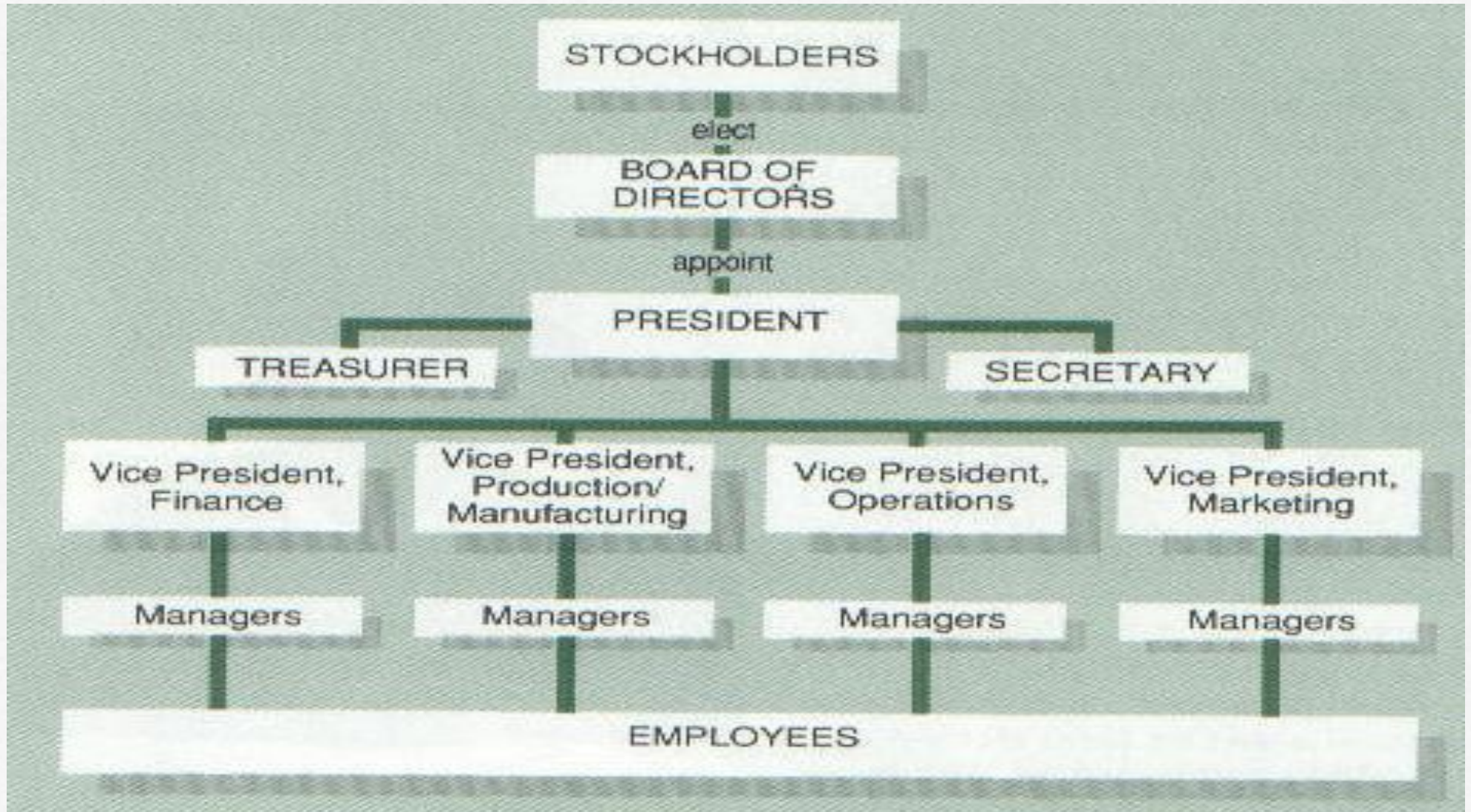
# The Worse Case Scenario....



# SOCIAL MEDIA as a megaphone



# BRAND INFLUENCE Pre-Social Media





Employees are the “NEW” influencers..



**1 Find social media employees**

**2 Create a community place**

**3 Lead and engage them**

**4 Share with them**

**5 Reward them**

# SOCIAL STRATEGY....

- ❑ 21 questions
- ❑ listen before you leap
- ❑ empower employees with policy
- ❑ find a corporate voice / engage and direct
- ❑ be honest and transparent
- ❑ measure the RETURN on engagement



# Corporate Social Media Policy

**NO** 

**NO**  a place for friends.

**NO** 

**NO** 

**NO** You 

**NO** 

*"...but wait! I have SO much to SAY!"*

© HighTechDad

Courtesy of HighTechDad





suspect  
question  
po'lice  
member  
**pol·icy**  
statement of id  
government,  
according to

# NLRB....

- Who (said what)
- What (did they say)
- How (did they say it)
- Where (did they say it)

- **WHY**

**The ROI of Social Media is  
Your Business Will Still Exist in 5 years**

--- Courtesy of Socialnomics

Go Forth and Conquer!



SHRM

SOCIETY FOR HUMAN  
RESOURCE MANAGEMENT

QUESTIONS?



# CONTACT ME....

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PHONE: email is so much better

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