

# Your staff and

# SOCIAL MEDIA



The growth of social media has created a vast range of communication opportunities. With it, however, comes a blurring of the lines between business and personal communication, especially in the workplace. ANNA CAIRO provides assistance on how to best manage this issue.

There are a number of issues involving social media that are relevant to both employer and employee.

### Questions to consider about social media:

- Should employees have access to social media platforms in the workplace?
- If so, how and when?
- If not, will this affect employee morale?
- What about employees responsible for developing social media sites on behalf of the employer?
- What about outside work hours?

It is essential that employers understand that social media is an important communication tool that needs to be managed. Providing guidelines for employees through a Social Media Policy around what is acceptable and not acceptable behaviour is vital.

Some employers have made it common practice to make social media sites inaccessible in the workplace. Nowadays though, blocking such sites is not practical. Gen Y considers Internet and social media access a 'benefit' of employment and hand-held devices make it harder for employers to control usage.

So what is the solution? Balance and common sense is advisable and accessibility desirable. There is no one policy 'fits all'. Each organisation needs to tailor their policy

to suit their culture, beliefs and values. Employee involvement and feedback is necessary so that employees feel they have been part of the process.

### General guidelines to consider when implementing a Social Media Policy:

- Include a definition of social media – with so many platforms available, employees need to be aware of exactly what is meant by the term.
- Include a description of social media behaviour. For example, when can social media sites be accessed – during breaks or is flexibility a better option?
- Make sure employees are aware there is a policy and it is accessible to them.
- Implement a Social Media Policy alongside your Internet and email policy.
- The policy must include consequences for employees who breach the policy.

These must be documented and employees made aware of what will happen should they not follow the policy.

Training, covering appropriate usage, expectations and consequences is essential and employees must sign off that they have attended training.



All employees need to be aware that if they publish content about their employer on their personal social media platforms, this information is public information. They need to be cautious about what they post because they can quickly lose control of the information if it goes 'viral'. Employers on the other hand cannot control employee's usage of social media. Having a Social Media Policy, therefore, allows employers to be proactive and set guidelines around what they will and will not accept, and minimise any possible reputation and brand damage. ■

**CONTACT** Anna Cairo  
**BUSINESS** Anna Cairo Consulting  
**PHONE** +61 (0) 417 010 877  
[www.annacairo.com](http://www.annacairo.com)

**Social Media Solutions**  
 Connect • Share • Create

We offer:

- Workable social media strategy tailored to business objectives
- Practical solutions for social media workplace issues

**Consulting • Seminars • Workshops**

Contact Anna Cairo for your obligation free social media assessment  
 P: + 61 (3) 9855 1856 | M: 0417 010 877  
 E: [anna@annacairo.com](mailto:anna@annacairo.com) | [www.annacairo.com](http://www.annacairo.com)

**anna cairo consulting**  
*social media – policy / strategy*

**Maxfield Cosmetics**  
 Make-up that will make you beautiful

Our mineral based makeup comes in full size and travel sized packaging. Perfect for your bathroom and your handbag.

Order over \$100 worth of product online and receive both a 10% discount and a free 30 minute phone/skype image consult with Image and Presentation Coach Clare

Maxfield AICI CIP - the founder of Maxfield Cosmetics

To access your discount type in the code WNA30 when you checkout.  
[www.MaxfieldCosmetics.com](http://www.MaxfieldCosmetics.com)