

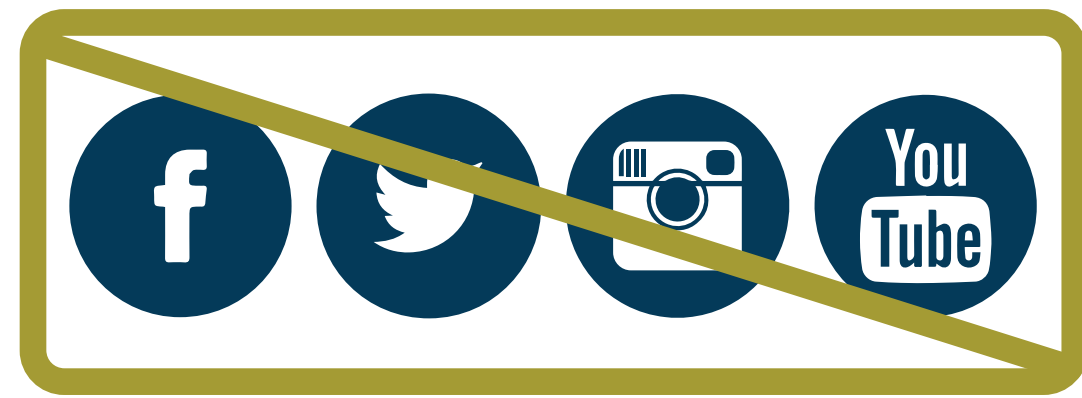
# Employee Relations and Social Media

## Challenges of a Connected Workplace

### SOCIAL MEDIA CONTINUES TO PRESENT EMPLOYEE RELATIONS CHALLENGES IN THE WORKPLACE



**OVER TWO THIRDS (80%)** of companies have a written Social Media Usage policy



**HALF (50%)** of companies monitor or limit the use of social media during working hours



**ALMOST HALF (47%)** of companies encourage employee usage of social media to positively promote the company



**NEARLY ONE HALF (48%)** of companies review employee workplace use of social media in the hiring process or during onboarding



Companies lack IT resources to monitor social media.



Social media is typically accessed on personal devices.



It is often unclear whether companies can legally take corrective action.

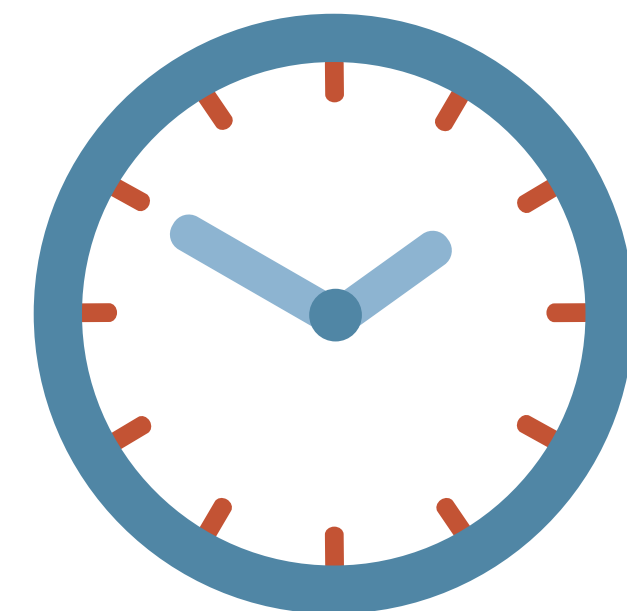


Protected concerted activity by employees is limiting employer options.



Many companies are using information technology filters to block social media access in the workplace.

### WHAT COMPANIES ARE DOING ABOUT IT



Classifying excessive use of social media in the workplace as "wasting time," a form of employee misconduct



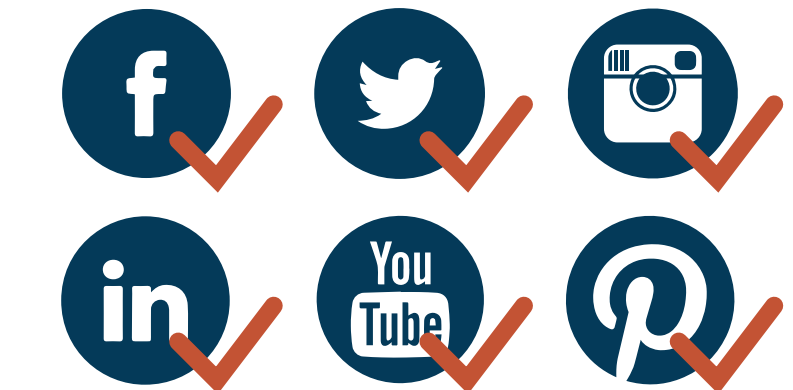
Asking employees to sign an agreement at the time of hire, which outlines appropriate use of technology in the workplace



Including clauses in severance agreements which prohibit employees from using social media to bad-mouth the company



Establishing mandatory online social media training for employees



Monitoring employee social media usage with productivity tracking tools



Hiring social media coordinators to monitor posts that include the company name



Educating the compliance department on the nuances of social media



Increasing information technology security staff in the area of social media



Prohibiting employee use of social media in the workplace unless there is a clear business need



Relying upon whistleblowing by other employees if there is misconduct on social media