

Safe & Social

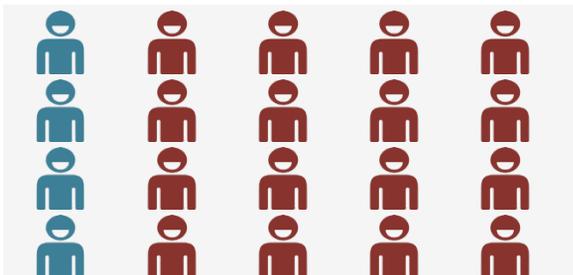
Empowering your Employees on Social Media

The lines between personal and professional use of social media are more blurred than ever. Help your employees keep them clear.

No doubt, the majority of your employees are using social media personally, be that Twitter, Instagram, Facebook, a blog or something else.

Plus some of your employees will use social media professionally, managing your brand's accounts or perhaps posting updates as an expert spokesperson on LinkedIn.

But what about when your employees discuss their work on their personal accounts? The lines are becoming increasingly blurred.



Our survey found that just 25% of employees had read & understood their employers' social media policy.

To help, many HR teams have created social media policies, giving direction

* CareerBuilder report, 2015

and guidance to their employees.

However these policies are often presented in a text-heavy, traditional document format.

Perhaps tucked away on an intranet site, they can be tricky to find, hard to digest or simply go unread.

Which means **at best:**

- ! Greater risk of employees posting things that could damage their own reputation and/or the company's.
- ! Employees unwilling to advocate their work online, as they're unclear of what's deemed "ok".

And **at worst:**

- ! Disciplinary action, court proceedings, data privacy issues.

In fact 18% of employers* have dismissed an employee because of something they posted on social media.

We help businesses, large and small, change this...

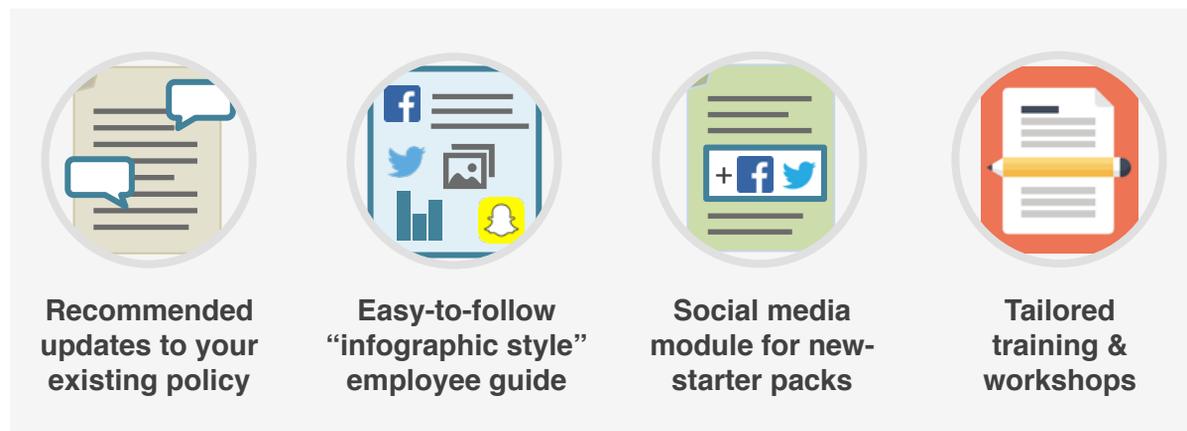
The solution is to make it engaging...

The best businesses communicate their social media policies in **creative** ways. They're **easy to digest**, encourage **proactive** but **appropriate** activity and above all ensure **employees take on board the key information**.

We'll help you achieve this in three steps



Pick from a range of materials



The benefits

- ✓ Works alongside your existing HR policy process.
- ✓ Select only the materials and level of support you require.
- ✓ Tailored to your business whilst following industry best-practice standards.

About us

We deliver social business consulting to blue-chip companies and SMEs across a range of industries. **Download our free** *Safe & Social* checklist or contact us for a no-obligation consultation.

 slpconsulting.co.uk/safeandsocial

 simon@slpconsulting.co.uk

 020 3290 6064