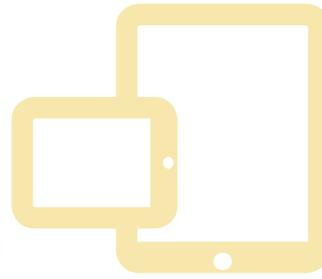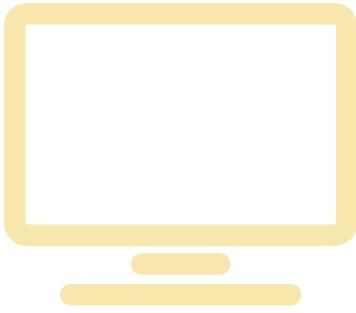# CIRMA E-Learning Center

The Risks of Social Media Online Training Program

Our E-Learning Programs are FREE to all CIRMA members.

Course Description

Social media, Web-based sites that allow users to interact with one another, as well as email and texting systems, can improve communication among employees, boost productivity, increase employee engagement, and enhance marketplace reputation and penetration. However, social media can also have devastating financial and legal consequences when employees post materials either without appreciating the unintended consequences of their words, pictures and videos; or, when they purposely post to harm individuals, companies (including their own) or other entities.

Employee posts of confidential information, using the same log-in codes at work and at home, acting out online, and similar actions can cause you irreparable harm.

As Mark Twain once said, "A lie can travel halfway around the world while the truth is putting on its shoes."

This course will have you off and running before a lie or other improper use of social media can hurt you.

What are your legal rights regarding a worker's use of social media? Does an employee have any privacy rights regarding what they say or post on the internet? What are the courts saying about YOUR right to control what goes through your servers? What should your organization being doing right now -- about the risks of social media?

During this intensive, fast-paced session you'll learn the answers to those and many other questions.

Time: 30 minutes   *Preview The Risks of Social Media online training program here.*

Learning Objectives:

- Recognize the need to control employee use of social media both on-site, on-duty and off-site, off duty
- Identify the social media risks most relevant to your organization
- Understand the critical elements of an effective social media policy

Key Topics Include:

- Major risks across all industries regarding emails, social media and blog posts generated by employees
- Passwords and login codes the chink in your armor
- How to legally regulate the use of social media in the workplace
- The implications of Section 7 of the National Labor Relations Act
- The nuts and bolts of effective email and blogging policies
- Reputation Monitoring what it is; why you should do it
- Critical elements that should be included in your social media policies

To access CIRMA's E-Learning Center or to see a complete schedule of CIRMA's instructor-led Training & Education programs, please visit —

www.CIRMATraining.org

To register for this course, please contact your organization's E-Learning Administrator.

CIRMA
Member Owned
Member Governed