



Social Media Checklist

Industrial Relations Working For You Nationally



BlandsLaw Social Media Services Description

If Facebook were a country, it would be the world's third most populated, with over 400,000,000 users.

Whether you know it or not some of your employees, customers, suppliers and competitors will be engaging in activities using social media. How do you protect your company from unwanted exposure in this medium?

BlandsLaw offers specialist risk management legal advice to companies with regard to their strategy, implementation and management of social media in the workplace. This enables companies to benefit from using social media while minimising the inherent risks.

Why use a specialist Social Media lawyer?

Social media is a complex area of expertise, encompassing several key areas of law, and is best managed by a law firm that fully understands all the commercial implications.

As BlandsLaw has expertise in workplace law and is an active user of social media, we consider ourselves well placed to advise companies on the many aspects of social media.

DISCLAIMER

The following checklist is provided by BlandsLaw for informational purposes only and is intended to be used as a guide prior to consultation with a solicitor familiar with your specific legal situation. If you require legal advice tailored to your specific circumstances please contact BlandsLaw on 1300 835 133

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Social Media Checklist

This is a checklist designed to help guide business through the process that should occur when developing a social media policy for the workplace. It will help give your business some perspective when covering off on the major issues that need to be addressed in such a policy.

- √ Have you defined social media? You need to have a definition that is wide enough to cover social media platforms commonly used now, as well as any that might become used in the future.
- √ What is the purpose of your policy? What is the company's overall strategy with regards to social media and how do you envisage employees engaging in this space?
- √ If using social media as an overall company strategy, who is responsible for the implementation and mentoring/management of social media in your workplace?
- √ You need to be upfront and specific about what is an absolute no-no. What are the prohibited forms of communication?
- √ There need to be some guidelines about the setting up and general use of social media.
- √ Do you wish to monitor employee use of social media? Have you received legal advice about this and inserted the correct clauses into the policy regarding monitoring?
- √ The most important part: what are the appropriate use guidelines? This section needs to cover off on areas such as confidentiality, privacy, honesty and accuracy, competition, respect and fair use.
- √ What happens if an employee violates the policy?
- √ There needs to be a section where the employee signs the policy and indicates that they have understood the policy.

This checklist is intended as a guide only and does not replace specific legal advice. Should you wish to discuss any information in this toolkit please contact BlandsLaw on 02 9805 5600.

For further details in relation to social media policies in the work place or any other workplace issue please contact:



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