

It's That Time of Year Again – Holiday Parties

provided by *Melanie L. Webber, Fisher & Phillips, LLP*

'Tis the season for planning holiday parties. And again, employers are asking themselves (and us) about the wisdom of holding dealership parties. There is always a risk involved in holding any dealership-sponsored function. According to one study, 36% of employers reported behavioral problems at their most recent employer-sponsored party. Misconduct may include excessive drinking, vulgar or offensive language, fist-fights or inappropriate sexual advances. Employers may be civilly liable for harassment or discrimination claims, as well as negligent or intentional acts occurring within the scope of employment.

We realize that there are benefits to holding a holiday party; such as improving employee morale and fostering loyalty. And despite the risks, approximately 79% of employers hold holiday parties each year. Should you decide to host a holiday party, please consider these recommendations for limiting liability:

Prior to the holiday party, we recommend you:

- Assemble a team to plan the holiday party which includes at least one management representative.
- Provide training on all Dealership policies relating to harassment, retaliation, workplace violence, alcohol use, and safety to the holiday planning team.
- Review the above policies with employees and their direct supervisors/managers.
- Consider implementing a private binding arbitration program for all employee claims.

At the Holiday Party, we recommend you:

- Remind employees that, while you encourage everyone to have a good time, your dealership's normal workplace standards of conduct will be in force and misconduct at or after the party can result in disciplinary action.
- Do not serve alcohol. This is much easier if you simply have a lunch.
- If you do serve alcohol, do not have an

open bar. Instead, use a cash bar or a ticket system to limit the number of drinks.

- Limit the bar to beer and wine. Do not serve liquor. And always have plenty of non-alcohol beverages available.
- Always serve food if you serve alcohol.
- Let your managers know that they will be considered "on-duty" at the party. They should be instructed to keep an eye on their subordinates.
- Invite spouses and significant others. Employees seem to behave more appropriately when in the presence of their family.
- Arrange a no-cost taxi service for any employee who feels that he or she should not drive home.
- At management discretion, be prepared to provide hotel rooms for intoxicated employees.
- And, lastly never, never, never hang mistletoe! ■

Recruiting and Social Media: Does it work?

provided by *KPA*

In the past dealership hiring was orchestrated through channels like newspapers, TV ads, and recruiters. In this day and age, social media rules. Social media has proven to be a great source for hiring people across all industries, including the automotive industry. Using social media for hiring is at an all-time high: 92% of companies use social media for hiring.

Consider the following statistics:

- 45% of Fortune 500 firms link to their career page on social media.
- 93% of companies use LinkedIn.
- 66% of companies use Facebook.
- 54% of companies use Twitter.

So is social media working for recruitment?

- 73% of employees have been successfully hired with social media.

- 42% of companies claim candidate quality has improved.
- 20% of employees say it takes less time to hire on social.

Job seekers like using social media as a job hunt tool too:

- 14.4 million of US citizens have used social media to search for a job.
- 29% of job seekers use social media as their primary tool for job searching.

The statistics prove that social media is no longer merely for personal relationships, and goes beyond internet marketing. Social media allows you to advertise your job opportunities and select potential employees from a broader pool of applicants.

This article is provided by KPA, a provider of HR Management and Internet

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