Properly Using Social Media Sites In Hiring and Personnel Decisions

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Social networking sites provide hotels with numerous operational benefits in their attempts to market themselves to the general public. Hotels can benefit from comments posted on a facebook page, pictures uploaded onto an instagram account and/or linkedin connections that a sales and catering department representative may make. These websites not only expedite communication to past, current and potential guests, but also permit hotels to broaden their outreach through sponsored pages, advertising on social networking sites and simple "fan" pages created by guests.

Hotels must ensure that social networking policies are compliant with recent legislation and administrative decisions as well as be cognizant of the way in which hiring managers and supervisors interact with, investigate and base employment decisions on information contained in an applicant or employee's social networking site.

Lonnie provides tips for employers on properly using social media sites in hiring and personnel decisions.

Read the entire article on *HotelExecutive.com.*

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