

Insights, News & Events

PHOENIX BUSINESS JOURNAL: FIVE WAYS TO MANAGE YOUR EMPLOYEES IN A DIGITAL WORLD

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Shayna Balch was featured in the *Phoenix Business Journal* as a guest blogger on January 7, 2014.

Like the standard cup of morning coffee, just about everyone in the workforce is now a frequent user of social media sites including personal blogs, Facebook and Twitter, Shayna wrote.

As we've seen with the recent Duck Dynasty and Justine Sacco incidents, online activity by employees can be very problematic. According to Shayna, with proper planning employers can stay one step ahead when trying to navigate the treacherous digital landscape.

[Read the full article.](#)

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