



An Employer's Guide to Facebook, the New Frontier

Event

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This webinar was originally presented in October 2012.

As of the end of June 2012, there were 955 million monthly active users of Facebook and 543 million active users who accessed Facebook through their iPhones, BlackBerrys or other mobile devices. Social networking sites, such as Facebook, have become an integral part of our personal and professional communications. The individuals who post status updates about their favorite lattes and pictures of their new haircuts are the same individuals who are likely to rant on Facebook about the supervisor who wrote them up, tweet pictures from the holiday party, or even use social media to try to steal your best customers after they leave your company.

The attorneys from Fisher Phillips presented a webinar that addressed how best to manage social networking in the workplace. The following topics were discussed:

- When, if, and how to use social networking to screen applicants
- The privacy-related laws that impact an employer's right to access and view employees' social media activity
- The best practices for investigating and managing employee misconduct online
- How to draft an effective and lawful policy on social networking