IPI Academy

MANAGEMENT forum



Presented by
Management Forum

Social Media and the Workplace: Best Practices and Recruitment Insights

If your employees are posting about your company on their personal social media accounts, do you know what you can and cannot do about it? And are you aware of how you can use social media for recruitment?

Format:
Bespoke training

CPD:
3 hours for your records (depending on your requirements)

Certificate of completion

Course overview

Social media is part of life, and most of our employees will have personal social media accounts. Are you aware of the risk that an employee could post something on their personal account that brings the employer into disrepute, or goes against company policy in some way? Do you know what you can do about it?

If an employee is posting about your company on their personal social media account in their own time, can we do anything about this? What's the best way to manage this situation legally and fairly?

Part one of this webinar starts by exploring this issue, looking at a number of the many cases relating to social media abuse that have been brought to the Employment Tribunal. The expert trainer will identify what an employer can and cannot do, and what should be put into a social media workplace policy.

We will also explore the question of monitoring. To what extent can employers check what employees are doing? In exploring this, we will also consider the use of company internet and emails.

Part two moves on to think about the way that the employer can use social media in the recruitment process. Is it acceptable to check a job applicant against an internet search? If that does identify something of concern, what can we do? Again, the expert trainer will explore what should go into a company social media account.

Case studies and real-life examples will be used throughout this course to help embed the learning. There will also be time for you to ask your specific questions.

Benefits of attending

By attending this course you will:

- **Understand** the limitations of the employer in relation to personal social media use
- **Learn** how to address breaches of social media policy
- **Examine** the impact of latest case law and damage to reputation
- **Explore** ways to legally monitor employee online activities
- **Get to grips** how to use social media for recruitment
- **Consider** the contents of your social media policy and its relevance

Who should attend?

This course will be of particular interest to all people managers, including:

- Managers and supervisors
- HR professionals
- Marketing and communications personnel
- Legal and compliance officers
- IT executives

Run this programme in-house for your whole team

Coming to IPI Academy for your in-house training provides an all-inclusive service which gives you access to a wide variety of content, learning platforms and delivery mechanisms as well as your own personal training adviser who will work with you from the initial enquiry through to feedback and follow-up after the programme.

With over 600 trainers, all practitioners and experts across a huge range of fields, we can provide the training you need, where you need it, when you need it, and at a price which suits your budget. Our approach to tailored learning and development consists of designing and delivering the appropriate solution for each client.

For your FREE consultation and to find out more about how we can work with you to solve your training needs, please contact our training advisers:



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IPI Academy

IPI Academy is a training initiative of Falconbury and Management Forum; leading providers of industry training for over 30 years, based in the UK.

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