

Managing Technology and Social Media

Technology is great! You can instantly connect with and “like ” what your friends (or their friends) and former colleagues are up to. On the flip side, technology can be dangerous. You have to set boundaries that are protective but not restrictive, limiting but not crippling, and clear but not overly detailed. So how do you do this? Preparing for Presentations

***Social media and email are not going away.
So how do you use them effectively - and safely?***

Social media 101

Here are some effective uses of social media:

- Use Social Media to announce your team’s new hires and welcome them to the group
- Communicate new and timely information via a group page
- Post new jobs that you’re hiring for on social media and ask for referrals
- Share positive news about your team and organization as often as you can

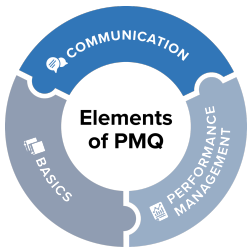


Think of it this way...if your post isn’t something you want on the front page of the newspaper (or in our case, the Internet), just DON’T post it:

- Negative or angry remarks, especially about your boss, your co-workers or your company
- Something a future employer might see that would harm your chances of getting a job
- Sensitive company information
- Lewd or drunken photos of yourself (or anyone else!)
- Confidential business data or information
- Private employee information

Know your company’s policies on technology, specifically social media and email use.

1. Find out how these policies apply to you and your team.
2. Follow them, communicate them to your team and lead by example.
3. Laws and policies change—check with HR regularly.
4. If a policy is violated, it should be addressed quickly. Check with HR for guidance.



Email 101

Email is an easy and efficient way to communicate if you're intentional and careful about how you use it. Check out the quick tips when it comes to email:

Email 101

name@example.com

Email 101

Lorem ipsum,

 Orci varius natoque penatibus et magnis dis parturient montes, nascetur
malesuada justo at arcu porta euismod. Lorem ipsum dolor sit amet, con
Phasellus ac dictum ipsum, id tincidunt justo. Mauris tempus tincidunt t
consequat et. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac
turpis egestas. Sed laoreet volutpat tortor eu pulvinar.

Sincerely,

John Doe
CEO - Company
p. 000 000 0000
e. johndoe@company.com

Send

Sensitive material: Verify that it's only going to those who have permission to view it.

Have a single, clear subject: Have one clear, specific subject per email - this makes it easier to read, simpler to address, and more manageable to track and/or forward.

Signatures: Check with your company to see the guidance on signatures. Signatures help maintain uniformity and can add data security measures through disclosures.

Attachments: Attach the attachments before you begin writing - this will help avoid sending multiple messages.

Review: Proofread before you hit send.

Reply all: Use this sparingly, with the knowledge that you are sending a copy to EVERYONE on the message.

An important, yet often forgotten, thing to remember about email:

Deleted messages do not disappear. They can always be recovered.

Anything sent on an employer's system is subject to monitoring.