

# HRx News

Q1'12



## "Social Media and Your Business"



**W**hen used properly, social networking can be a valuable business tool. It can improve your company's reputation and has the ability to generate business. For these reasons a number of businesses are encouraging their employees to contribute to blogs, to tweet and create profiles on social sites, all in company time.

If you decide to allow employees to use social media sites you will need to set boundaries on what is and what is not permissible. Unfortunately relying on your employees' common sense may not be enough. These boundaries should cover use at work as well as outside work, particularly if you allow employees to present themselves as representatives of your company. Equally, if you decide to block social networking sites, your employees can still post from home which might affect your reputation, so your policy should also take this into account.

## facefacts

In 2009, only 4% of YouGov's social media online survey sample were registered users of Twitter, which increased to 34% by March 2011

51% of the same sample were registered users of Facebook in 2009, a figure that had risen to 67% by March 2011

13% were aware of LinkedIn in 2009, rising to 33% by 2011

The number of registered users for Facebook, YouTube and LinkedIn also increased between 2009 and 2011. Facebook saw an increase of 16%, with YouTube and LinkedIn each seeing an 8% point increase

All figures are from YouGov Plc and taken from YouGov's social media online survey.

**HRx**  
Consultancy Services

If you would like to learn more about what HRx can offer you or if you have an immediate issue that you would like to discuss with us, (initial consultation meetings and HR document 'health checks' are free), please contact one of our team of consultants on 08701 454 436.

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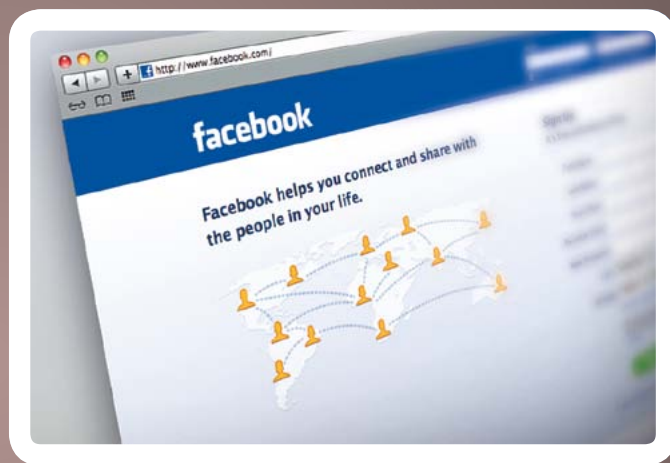
## What is the right policy for your business?

Your policy must make clear what you regard as acceptable/unacceptable use. You need to decide whether social networking should become a part of your business or whether you see it as being a personal activity that should only be conducted at home or during your employees 'free time', such as during breaks.

Based on the culture of your business you may also wish to consider permitting the use of only certain sites, but you should make it clear that the policies are not limited to the named sites.

You also need to decide whether you want your employees to identify themselves online as being part of your business. If you allow them to do this you need to set some boundaries, outlining that any opinions that they express on the social media sites are theirs and not representative of the views of the company. In any event, you should make it clear that social networking activities are not to interfere with the employee's primary job responsibilities.

HRx can help review your existing social media policy or assist in developing a new policy to ensure that your employees are aware of their obligations regarding use of on-line media.



You decide whether social networking is business or pleasure.



Let us help you review your social media policy.

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