

# SOCIAL MEDIA WORKSHOP

## FRIEND OR FOE?

inclusive  
learning  
project



# What are the aims of the activity?

- To consider the effects and sources of Social Media
- To explore how Social Media can intrude on work
- To note how UNISON works with members and employers to raise awareness of considerations of Social Media and how to utilise it appropriately

# What is Social Media / Networking?

- Take 5 minutes to Discuss – Flip Chart / Write down suggestions

“In recent years, Social Media has become an ever growing phenomenon which has slowly taken over every sphere of our lives, it is advised that employees carefully consider the implications of their public profiles and social media activities in order to avoid any negative effects in the workplace.

The main areas that individuals should be cautious about when they are using social media websites such as Twitter, Facebook, Snap Chat, LinkedIn and even You Tube ,are outlined below.



# DANGER

- **Photos:** Good and Bad
- **Status:** “What’s on your mind”? / What’s happening”
- **Personal Branding** What does this mean?
- **Friend Requests** Be careful who you invite or accept as friends!
- **Work bloggers** On line postings

The above are some of the most important issues that you should keep in mind when being active on social media platforms. Keep your attitude positive and maintain a consistent personal brand in order to be recognised as a professional and aware individual.

# How can Social Media lead to Disciplinary Action

There are cases related to Social Media that has resulted in disciplinary action. Common Cases involve comments , videos or photos that reveal some form of work-related misbehaviour for example “tweeting” about feigning illness or avoiding work. In these cases, the issue centres less on the use of Social Media and more on the behaviour which the social media has exposed.

The second kind of usage involves using social media to express views which employers do not wish to be connected with their organisation i.e.:

Case Highlighted is Joe Gordon the first British Blogger –

Case Highlighted Catherine Sanderson a British Woman who worked in France-

Case Highlighted Virgin dismissed 13 staff and bringing the company into disrepute

More recently, there has been considerable attention given to sportsmen and women being disciplined for comments made on social media, particularly twitter.

# Can Management stop you using Social Media at work?

- **Activity Session Question & Answers**
- Can Management stop you using Facebook at work?
- Can your boss discipline you for using social networking sites during work time?
- Can your manager tell you to close your personal Facebook account?
- Can your employer monitor what you are writing on Facebook whilst you are at work?
- Can an employer refuse to appoint someone to a job because of their Facebook profile?
- Should I accept a Facebook friend request from my boss????

# Social Media Safety Tips

- Lets Check out the video and get some valuable safety tips:

<https://youtu.be/hqezbib5qpQ>

- Lets Check out Youtube and view :

Social Media Revolution 2015

# How Unison Can Help

- As a member, you get the support of your UNISON rep and specialist or legal advisers if you need it.
- Your employer should follow a set procedure to resolve the issue with you. A disciplinary procedure may follow.
- There will be a policy within your work place **read it**
- Most of all take care as Social Media can be positive but it can also have a negative effect when misused.
- Another important factor is even though you have set your privacy button once it is shared it is then not private!!!



# Social Media, monitoring and surveillance at Work

- The key legislation covering employee monitoring and privacy
- The European Convention on Human Rights and the Human Rights Act – Article 8
- Protection of personal information under the Data Protection Act
- Social Networking – the key cases
- Case Law