

P I T T S B U R G H

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ask the LEGAL ♦ PROFESSIONALS



EMPLOYMENT & LABOR LAW

Q We want to encourage employees to use social media to promote our business, but we also expect them to be responsible about it. What can we do?

A Social media is unquestionably an important marketing tool. But many employers have experienced the pitfalls associated with employees whose postings go awry. Once you have established what you want to accomplish by using social media for your business, the most important step is to create a social media policy that clearly defines what you view as acceptable use of social media. Your policy should establish clear parameters regarding your expectations as well as what happens when an employee leaves the company. You also should have an administrator in place to control and monitor the content of the social media postings. Once your policy is in place, it is vital that you train your employees so that they understand what is expected of them.

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