

Social Media and Emerging Technologies: What Every Employer Needs to Know

Social Media Traps For Employers



- **Employment decisions**
- **Marketing**
- **Employee Devices**

Employment Decisions

- Hiring/Recruitment Process
 - Protected Classes
- Recommendations
 - Defamation
 - Workplace retaliation
- Termination/Discipline



Marketing

- **Intellectual Property infringement**
- **Compliance with FTC and Terms and Conditions**
- **Consumer Protection**
- **Crafting Terms and Conditions Policies**



Devices



- **Wage and Hours**
 - Overtime
 - Reimbursement
- **Confidential Information**
- **Monitoring/Control**
- **Vicarious Liability**

Conclusion

#socialmedia

#policy

#protection