



FAROSIAN

SOCIAL MEDIA

Risk mitigation for **business**

Social Talk

@FarhadBhyat
#SABPP
#HRrisk
#Riskmitigation







WE LIVE IN A #SOCIAL INFORMATION AGE



FAROSIAN
SOCIAL MEDIA ASSURANCE

**The legal risks are not new,
however, they must be considered
afresh, given that technology
makes it easier to cause extensive
harm - Debbie Collier**

Social Media Risks

Business/ organisation

- 🐦 Potential discrimination when screening candidates/ employees i.e. viewing of protected information
- 🐦 Brand/ image/ reputation damage
- 🐦 Disclosure of confidential information by employees
- 🐦 Security risks
- 🐦 No control
- 🐦 Negative perceptions are more visible, spreading faster
- 🐦 Excess use = lower productivity

Individual

- 📘 Identity theft
- 📘 Personal security risks
- 📘 Career suicide
- 📘 Personal image/ reputation damage
- 📘 High exposure risks
- 📘 Tone is difficult to judge
- 📘 Posting, liking, sharing, retweeting content can have legal consequence i.e. prosecution
- 📘 Scams, hacks and phishing scams
- 📘 Being fired!

R500,000,000+

The cost of social media fails by individuals to businesses during 2016 in SA alone



BIG PICTURE

A wholeistic approach must be take:

1. Social meida policy
2. Social media training
3. Social media monitoring/ screening

Social Media Policy



Clear Guidelines

- ✓ Detailed
- ✓ Per level / role
- ✓ Consult experts



Distinguish between personal And business

- ✓ What content is personal
- ✓ What content is professional
- ✓ Discrimination



Training & refresher

- ✓ Induction
- ✓ Promotions
- ✓ Annual refresher
- ✓ Policy freely available



Policy breach

- ✓ Degrees of breach
- ✓ Consequences
- ✓ Recourse
- ✓ Ownership of accounts



Policy monitoring

- ✓ Monitoring methods
- ✓ Frequency



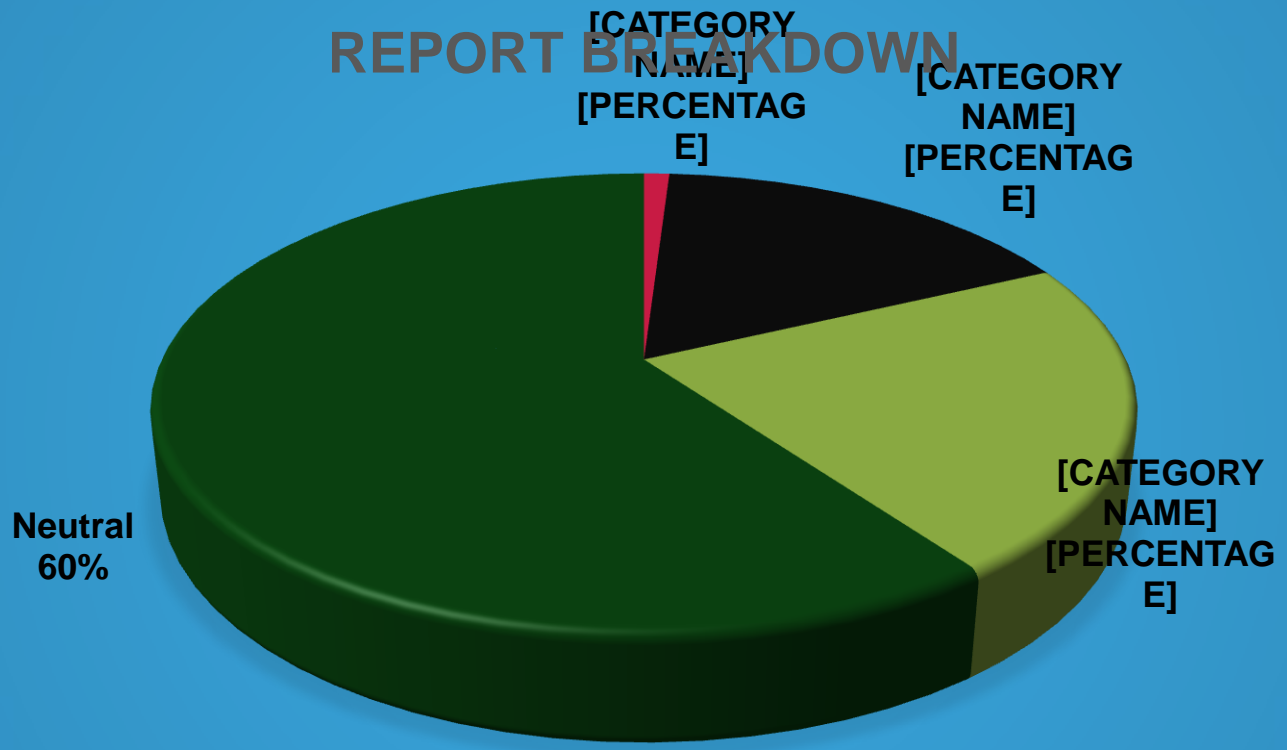
Screening/ Audit

- ✓ Impartial and objective
- ✓ Measurable
- ✓ Professional
- ✓ 3rd party

What content should be looked at in screening?

Irrelevant	Relevant
Drunk photos on a Friday night	Professional related behaviours
Partying	Racism, sexism, homophobia, discrimination, illegal activity (illicit content/ behaviours)
Social activities	Content that establishes a fit of the individual and employer (hobbies, interests, community engagement, social work, etc)

REPORT BREAKDOWN



“You [employers] should do as much legal online stalking as possible.”

“Potential employers must search their candidates and if there is anything that is illegal, inappropriate or offensive then they are well in their rights to disqualify them from the hiring process.”

“to protect the process from a biased opinion would be to outsource social media audits”

Emma Sadleir

SOCIAL MEDIA

The GOLDEN RULES

ONCE IT IS SEEN, IT CAN'T BE
UNSEEN



SOCIAL MEDIA

The GOLDEN RULES

IF YOU WOULDN'T SAY/
DEMONSTRATE IT TO 1000+
STRANGERS ON A STAGE, DON'T
PUBLISH IT!



THANKS

ANY QUESTIONS?



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