Social Media Policy Considerations for Employers

Imperative Information Group offers a complimentary on-demand webinar on issues that employers should also consider when deciding how to manage their official social media presence and respond to employees' social media activities.

On its website, the company says social media offers useful tools for employers to build communities and attract talent. It can also help to engage employees if used correctly. However, there are public relations, equal employment opportunity, and National Labor Relations Act issues that employers should also consider when deciding how to manage their official social media presence and respond to employees' social media activities.

The webinar covers a number of social media issues that may arise throughout the employee life cycle and discuss ways to plan for them.

Watch the on-demand webinar.