



“While this is an effective reactive measure of dealing with social media misconduct, it is important for business leaders to consider some preventative procedures that focus on educating staff on what is expected of them and how offences will be addressed. With this knowledge and understanding, employees can be better prepared, exercise good judgment and be equipped to deal with the consequences of their actions.”

“It may seem obvious but, within an employer’s social media policy, it is crucial to outline that employees should never share confidential and proprietary information online, forgoing to include this simple point can result in serious financial and reputational harm.

“Having a social media policy in place will, at the very least, act as a reminder for staff to be more aware of their online activities and think before they post.

“We live in the digital age and while it is essential for businesses to establish and grow their social media presence to connect and engage with the public, one needs to always keep in mind that nothing posted online is truly private,” Vittee concludes.

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