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Managing Social Media: Legal Issues in Addressing Social Media in the Workplace

February 10, 2021



Agenda

Setting the Stage

- What is Social Media
- How has it grown, why does it matter?

Panel Discussion:

- Legal Implications of Social Media for In House Counsel

Tips for Success

Questions?

What is Social Media, Why Does it Matter?



Social media can be referred to the websites and applications that are designed to allow us to share content quickly, efficiently, and in real-time.



The ability to share photos, opinions, and events in real-time has transformed the way we live and the way we perform business.

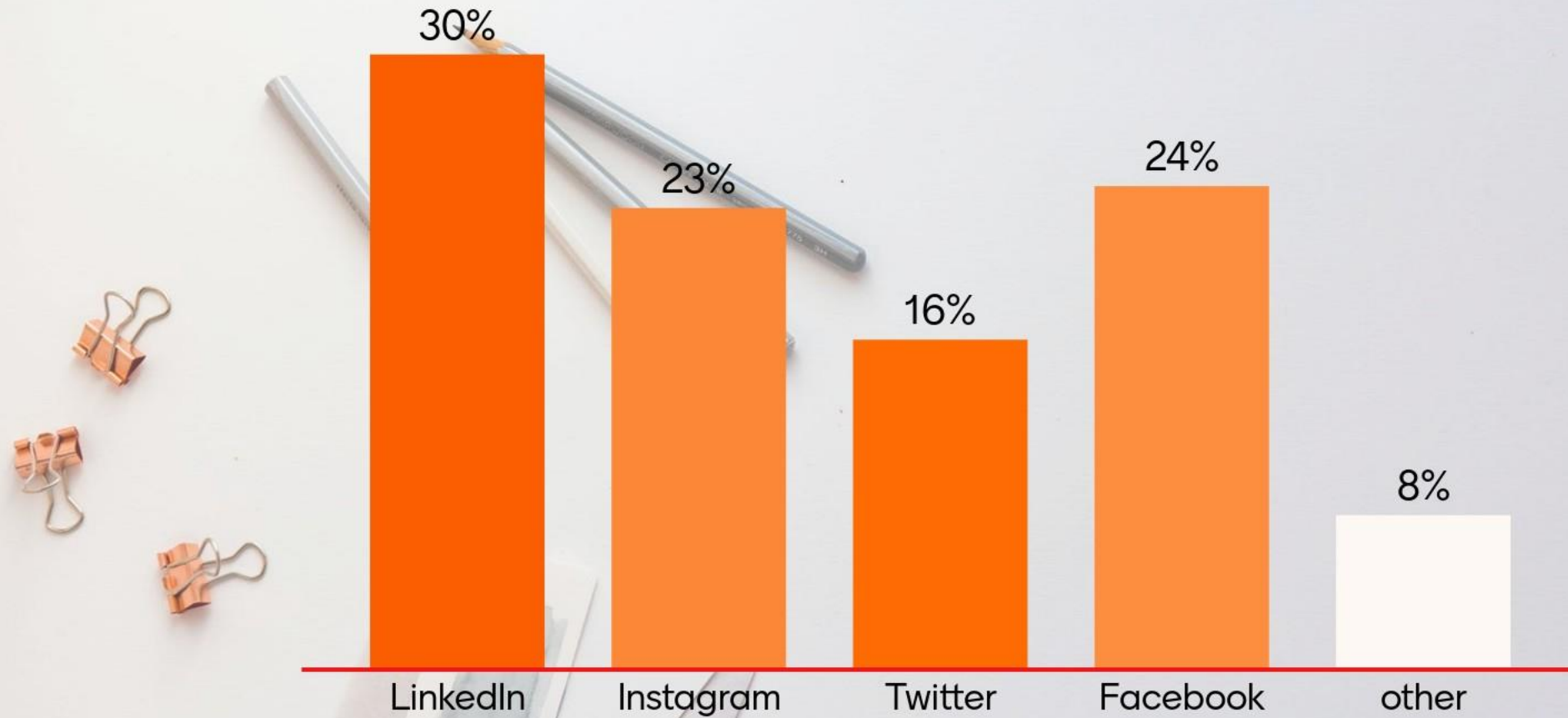


Social media is important, especially during these uncertain times, because it allows us all to stay connected through virtual applications such as Teams, Zoom, LinkedIn, etc.



We can conduct business, hold virtual conferences, and stay in the loop, all from the comfort of our own homes.

Are you on social media?



WHY NOW?

Demographic Shift
Technology
Access

Demographic Shift

By 2025, millennials will represent 75% of the global workforce

56% of millennials believe that AI leads to more productivity in the workplace

85% of Millennials use some form of Social Media

Post Covid 19, 71% of lawyers want change to their work arrangements; made possible by technology.



Technology

THE EVOLUTION OF TECHNOLOGY & Its Impact on the Development of Social Businesses



We are babies.

1960s

Technology has **little impact**. It is a curiosity.

The company is king, but a benevolent king. Good focus on customer satisfaction, but customers have few options. Communications makes global business difficult so customers make geographic-based decisions.



We are still children.

1970s

Technology is for academics and has **little impact**.

Greater focus on margins and revenue. Customers become concerned about monopolies as customer satisfaction has less importance.



We are still children, but we can pout to get what we want.

1980s

Technology invades the home and starts to **change behaviors**.

Customers become increasingly concerned about company practices and lack of customer satisfaction. Communications have improved to help customers make more informed decisions and to have better choices.



Like teenagers, we now have some control but don't know what to do with it yet.

1990s

Technology is now everywhere. A great leap forward. It begins to **connect us** around the globe.

e-Commerce helps give customers a greater - and more informed - range of decisions. Companies use the web to make themselves more accessible but haven't begun truly focusing on customer relationships.



We are growing up, and feeling pretty cool about it.

2000s

Technology enables more seamless communications across the globe. Growth is **explosive**, but like "explosions" is uncontrolled - all over the place.

Social Media allows customers to articulate their satisfaction with companies and make decisions based on the company's behavior, not just on price alone. Companies begin to react and change.



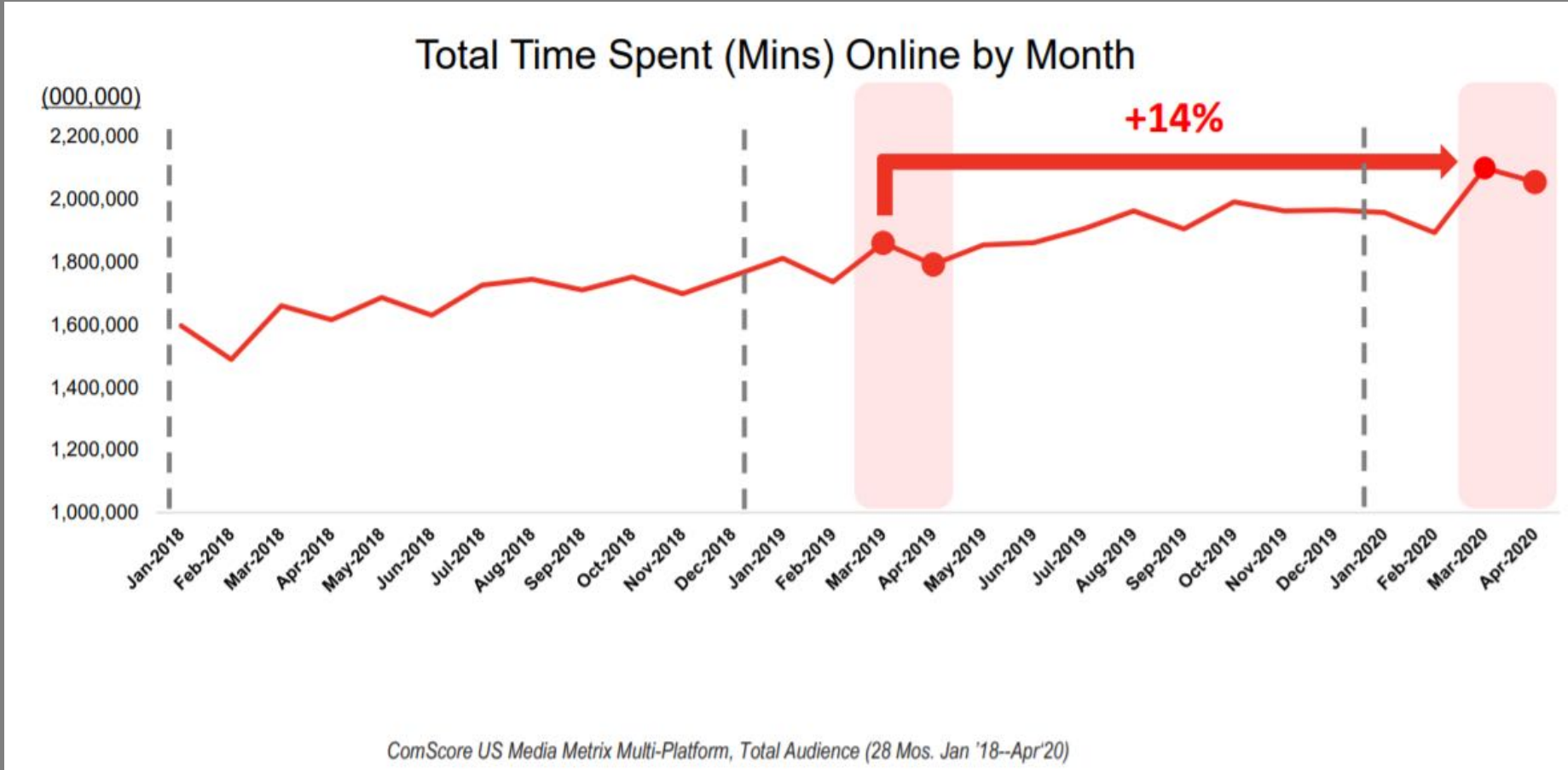
Welcome to adulthood!

2010s

Technology becomes **fully integrated** into our daily lives. We live more fully in a digital world.

Social Businesses are the evolution of companies now keenly aware that how they act and how they engage with customers can be more important than price, that the relationship is part of the value. Companies allow greater transparency into all aspects of the company and use social media channels to effectively engage with customers, but with a focus on **WHAT** the customer wants and **HOW** best to deliver it to the customer.

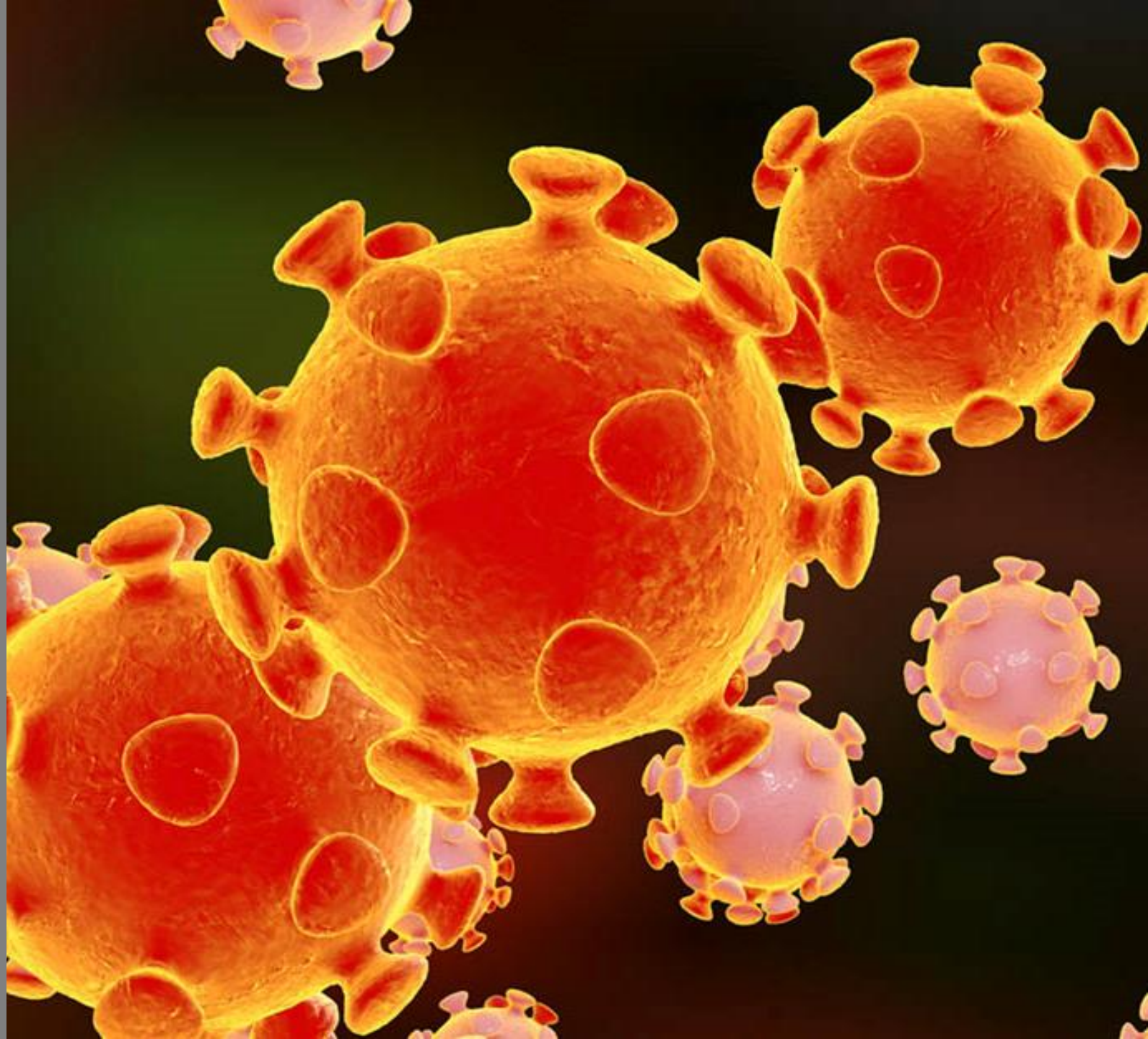
Technology



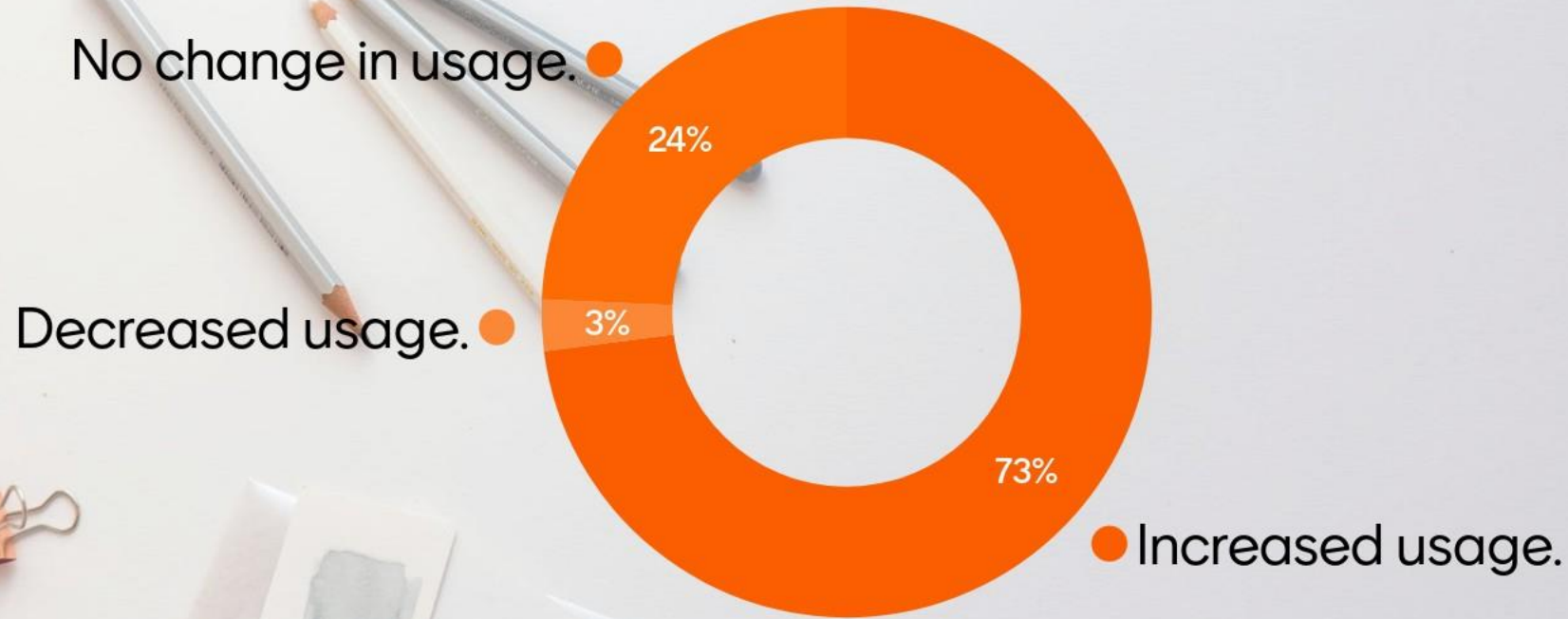
- Time spent on social media increased by 70 percent in Canada amid COVID-19
- Daily online content consumption around the world has soared since the start of the COVID-19 pandemic, doubling on average from **3 hours 17 minutes** to **6 hours 59 minutes**

QUESTIONS

How did COVID-19
impact your
social media usage?



How did C-19 impact your social media usage?





Brian Peccarelli • 1st
Chief Operating Officer, Thomson Reuters
1w • 🔒



In the UK, the Big Four accounting firms have until June 2024 to separate audit practices from the rest of their other operations, but this will not be an easy transition. Large accounting firms have spent the last decade or more building synergies between their auditing and consulting businesses, creating shared technology platforms, forming cross-functional working groups to collaborate on complex problems and leveraging enterprise-wide data to inform product development and client strategy. How will they adjust, and what ripple effects will it create on the industry as a whole? That's the focus in my latest blog for Forbes:



What The Break-Up Of The Big Four Audit Function Could Mean For The Future Of Accounting

forbes.com • 4 min read



51 • 1 Comment

Access

- Remote work has levelled the playing field
- Personal influence > positional influence
- Connection is all about intention, not location
- Current climate has fostered a strong focus on diversity and inclusion

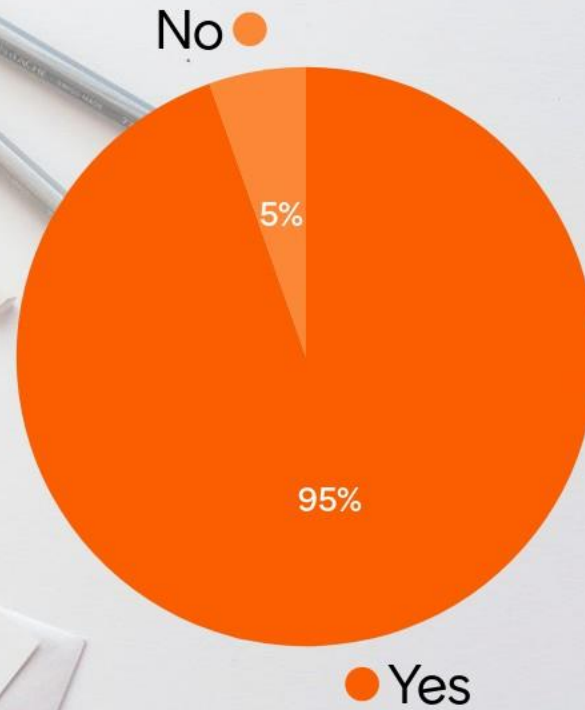
QUESTIONS

Do you keep your
personal & professional
life on social media
separate?

**** Tweets are my own and do not
represent X company***



Do you keep your personal & professional life on social media separate?



In House Counsel and Social Media

- Canadian in-house counsel are embracing online tools such as LinkedIn and lawyer blogs and bios.
- Online is where in-house are doing much of their information gathering these days with 83% saying they use the Internet to consume legal information on a daily or weekly basis.
- 90% of law firms maintain a presence on LinkedIn, 78% of lawyers maintain one or more social networks for professional purposes and spend 1.7 hours per week using them for professional purposes.
- Companies are creating their own Facebook pages to inform customers about products and promotions; journalists are using applications like Twitter to keep readers up to date on breaking news; professionals around the world are connecting with one another on LinkedIn; sports fans are debating with each other on online forums; people are writing blogs to express their thoughts and opinions on a wide range of topics.



QUESTIONS

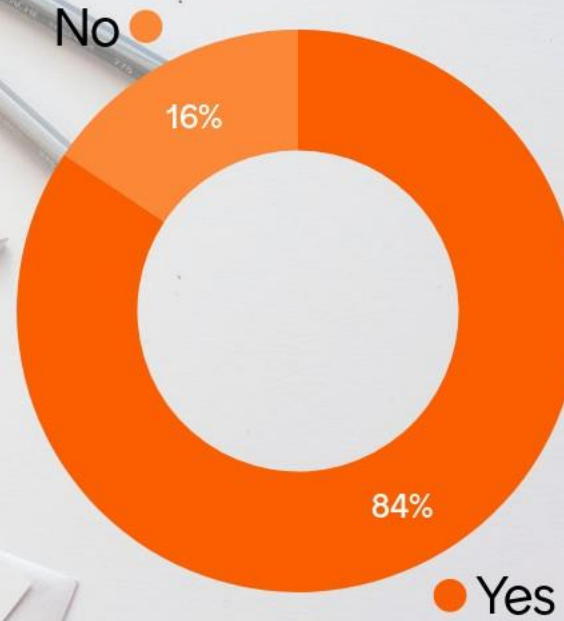
Does your company have
a **social media policy**?

Did you **create** it?

Do you **enforce** it?



Does your company have a social media policy?





CAUTION!

Risk ahead

Privacy & Security

Public vs Private Accounts

Social Media Training

Social Media Influencers

Trade Secrets & Earnings Call

Product or Service Misrepresentation

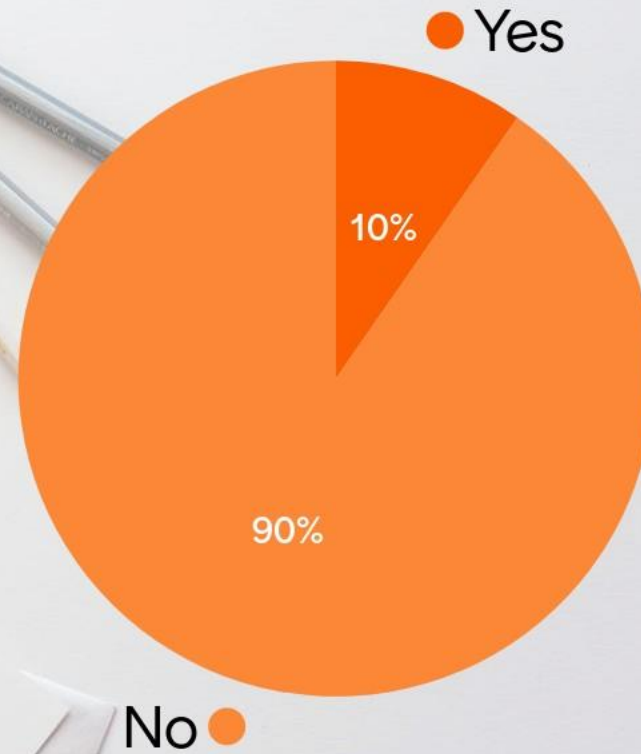
HIDDEN RISKS

QUESTIONS

Do you provide
social media training?



Do you provide social media training?



Social Media Pitfalls

- Misrepresentation re: Company products & services
- Inadvertent disclosure of confidential information
- Harassing or discriminatory posts
- Use of social media for marketing



"On Facebook, live viewings spiked by 50% during lockdown periods, while viewings on Instagram surged 70%.

TikTok use shot up in 2020, and there's a good chance we'll see this upward trajectory continue to play out in 2021."

The 2021 Hootsuite Social Trends report notes 5 key trends in social media for 2021:

- 1. The race to ROI:** Social bridges the gap to a new customer experience - short term, data drive ROI
- 2. Silence is golden:** Brands find their place in the conversation
- 3. Way more than OK:** A generation ignored by digital marketers booms on social
- 4. Do I know you? Tying engagement to identity gives advanced marketers new momentum**
- 5. The perils (and promise) of purpose:** Bold brands start in the boardroom, not the front lines of social.



A large orange circle with a white border, containing the text 'TIPS FOR SUCCESS' and 'MANAGING SOCIAL MEDIA'.

TIPS FOR SUCCESS

MANAGING SOCIAL MEDIA

- Create a social media policy
- Provide social media training
- Be aware of the social media pitfalls
- Stay engaged as the platforms and issues as the change based on the world.

Questions?
Comments?

Thank you!

