

BOARD GAMES: SOCIAL MEDIA RISK AND REWARD AT WORK

Social media is more than a marketing tool. For employers, it is an opportunity to empower employees, create ambassadors and engage with a wide community. However, social media brings with it inherent risks that companies must be aware of. Top down management of social media in any organisation doesn't stop at encouraging a 'social CEO', but taking time to consider the impact of social media across each department and throughout every business relationship, from recruitment to retirement, marketing campaigns to customer confidentiality, PR to privacy.

Join us for a panel discussion where we will look at how developing law is impacting on your organisation, where social media is going and how your business can effectively manage the risks whilst maximising the potential for reward.

RSVP

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