

# Social Media: Friend or Foe?

Are your social media efforts actually working against you? It can be a powerful tool but also very distracting to you and your employees.

Do you know what your customers and employees are saying about you? Do you have a strategy?

**April 24, 2012 | 11:30 a.m. to 1 p.m.**

**11:30 Check In, 12-1 Presentation followed by Q&A**

**@ CoWork Jax: 5 W. Forsyth Street, Jacksonville, FL 32202**

As the modern age of media blooms, new questions are being asked about very old problems. Your reputation that you spent years earning may be in jeopardy. As your organization grows, you need a policy.

Join us to learn how to use social media in the workplace including Facebook, Twitter and LinkedIn.

What you will learn in this workshop:

- ✓ Learn from the mistakes of others as we analyze blunders from even the biggest brands
- ✓ Managing your reputation online
- ✓ Protecting your brand by crafting a social media policy for employees
- ✓ Sample language for your employee manuals (BONUS: Handout takeaway)
- ✓ How to set up processes that work in your favor
- ✓ Learn the best practices from progressive companies
- ✓ Legal pitfalls
- ✓ Building goodwill with your own employees
- ✓ How to use social media in the hiring process

**Cost:** \$25 (includes lunch)

**Register:** [www.advantagebizmag.com/events](http://www.advantagebizmag.com/events)

## About the Keynote Speaker

*Invited to speak again, Chad Sorenson previously spoke to ADVANTAGE readers in the workshop, "Taking Care of your Employees without Emptying your Wallet." As a principal in Talent Development Inc., Chad brings more than 15 years of experience from both small and large Fortune 500 companies ranging from five to 5,000 employees. Being an expert in his field, Chad has studied and learned first-hand how social media can create wonderful opportunities or human resource and customer relations disasters. Chad is certified as a Senior Professional in Human Resources (SPHR) from the HR Certification Institute (HRCI) and is also President of Adaptive HR Solutions and Vice President of SHRM Jacksonville).*



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