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Poking Around at Work: Limiting Employer Exposure from Social Media Use PLUS Journal

"Like" it or not, social media is an integral part of today's workplace. From Facebook to Twitter to Myspace, companies are using social media to expand business relations, develop cutting edge marketing techniques, reach out to new markets, and acquire information about potential and existing business clientele, vendors, and their own employees and applicants for employment. Employees are using the same tools for their own individual purposes-both during and after work. Despite its wide ranging benefits, businesses (as well as employees) that utilize social media and allow unrestricted use may open themselves up to legal exposure on a variety of fronts. Best workplace practices today involve the design and enforcement of formal polices regarding the use of social media, which can serve as the first line of protection against claims. Knowing about the specific exposures is critical, since it allows companies to construct enforceable policies.

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