

Social Media in the Workplace

Background + Problem

Our Sponsor company **Bison Gear and Engineering Corp.** asked us to draft a social media policy for their workplace. We researched the internet for best practices, similar policies and related studies. We went over more than 200 social media policies of different companies, also examined the results from interview with Bison Gear employees and also IIT students (as a potential future employees). All of these steps that we undergone have helped us create a policy specifically tailored for our sponsor, Bison Gear and Engineering Corporation.

Objectives

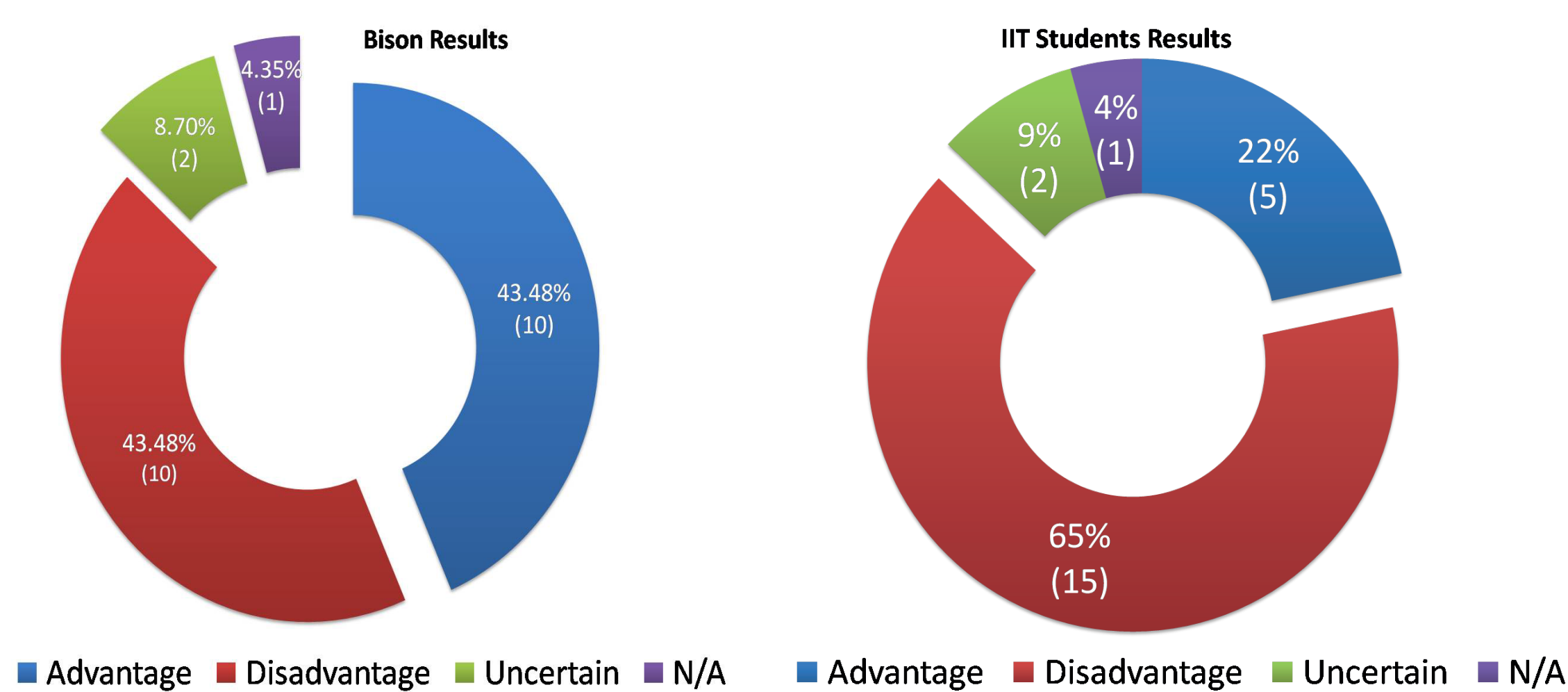
Rubikic of Principles that were most commonly implemented. W

Principle	Benefits	Drawbacks/Problems
Encouragement of Social Media Use	Online presence, reputation, creativity	Possible risk to productivity
Transparency and Disclosure	Honesty, reputation	None
Maintaining Confidentiality	Protects company, clients, coworkers	NLRA
Personal vs. Company Opinion	Protection from liability, freedom of expression	Formality
Social Media Training	Awareness, high participation	Costs of training

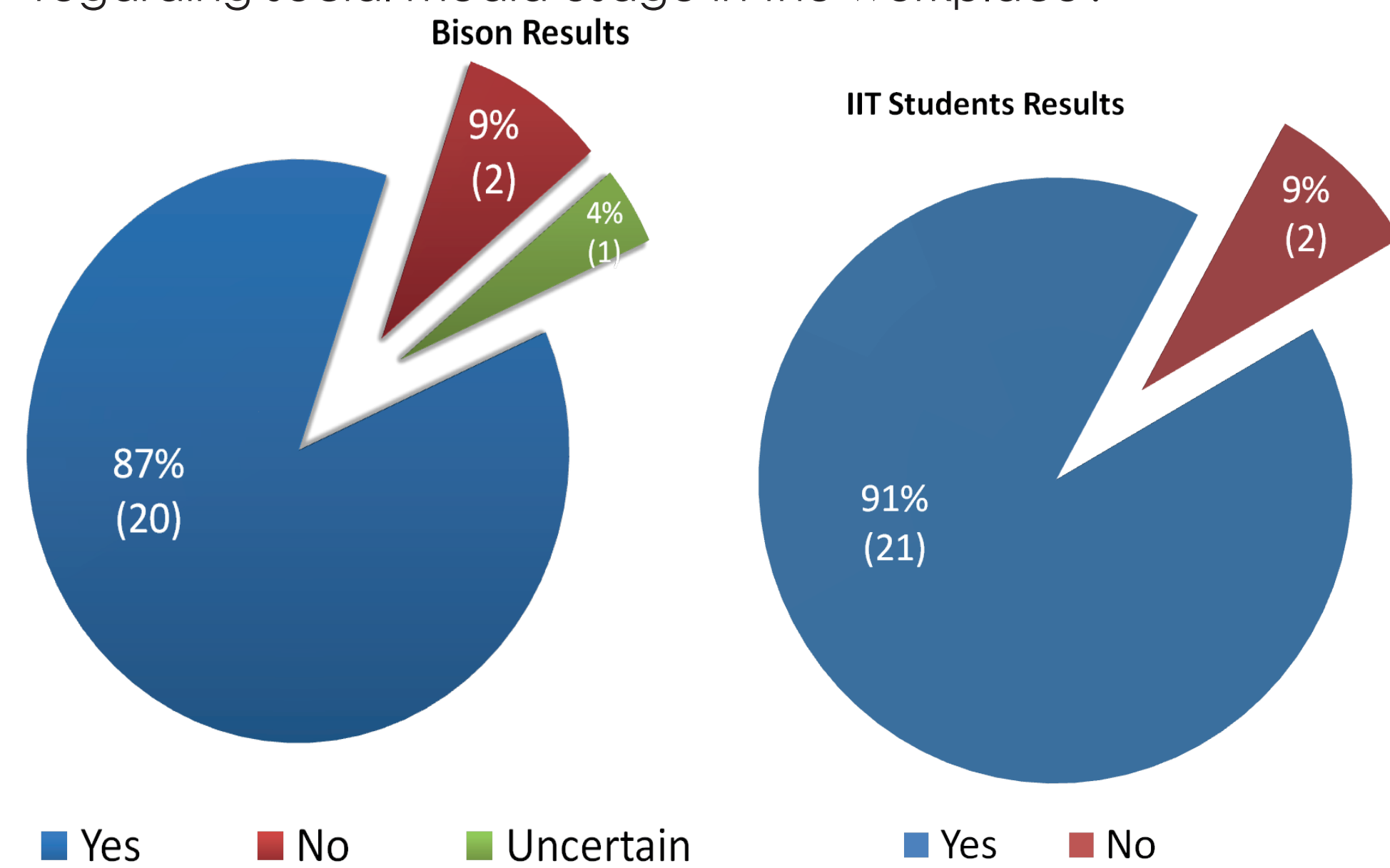
Interview Results:

Here are sample interview results from both Bison and IIT Students. We interview 23 employees and 23 students.

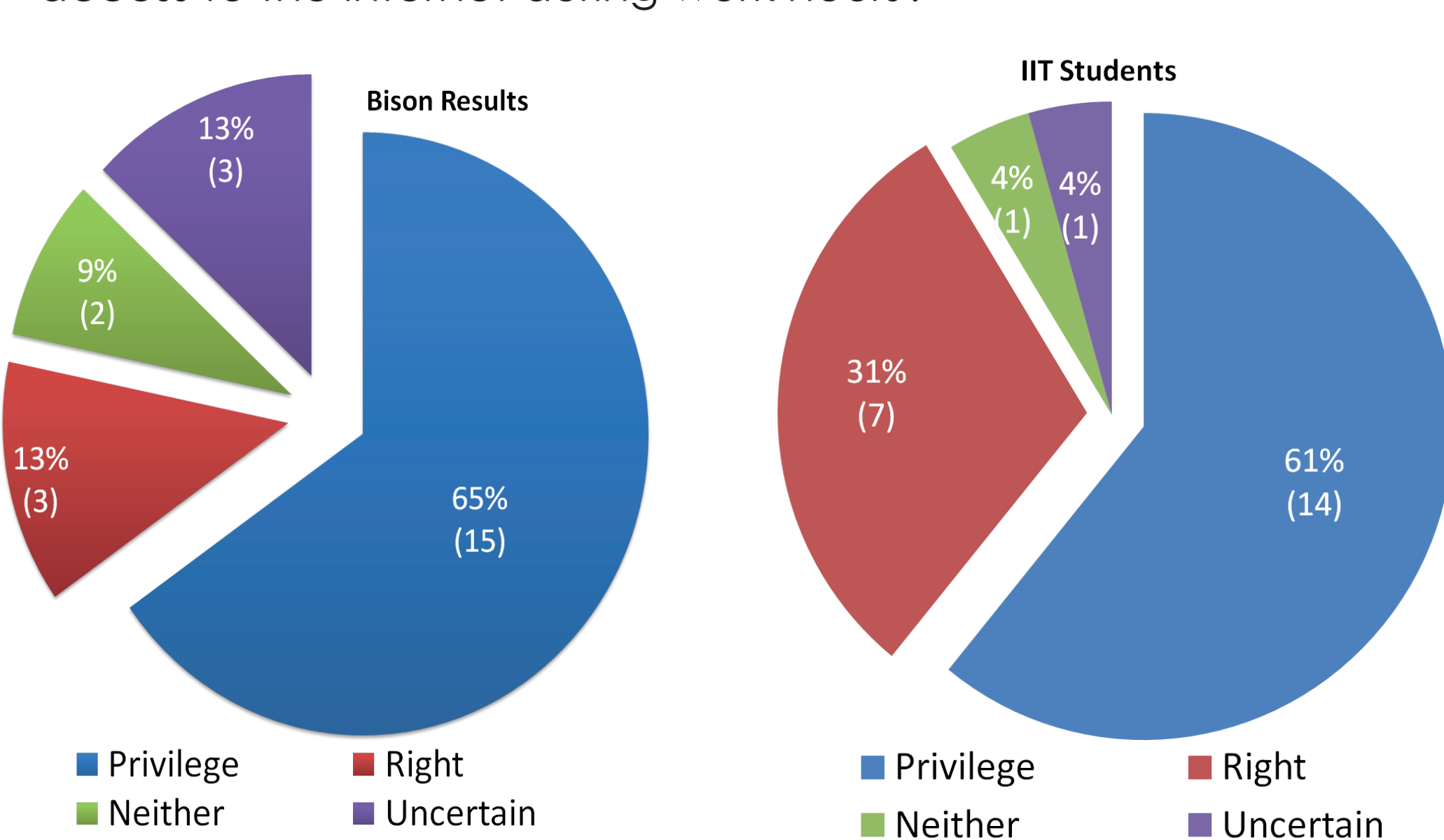
Q10: Place yourself in the shoes of a company administrator. Do you think that it is an advantage or disadvantage for "the company" to allow employees to access social networking sites while at work for both work and personal use.



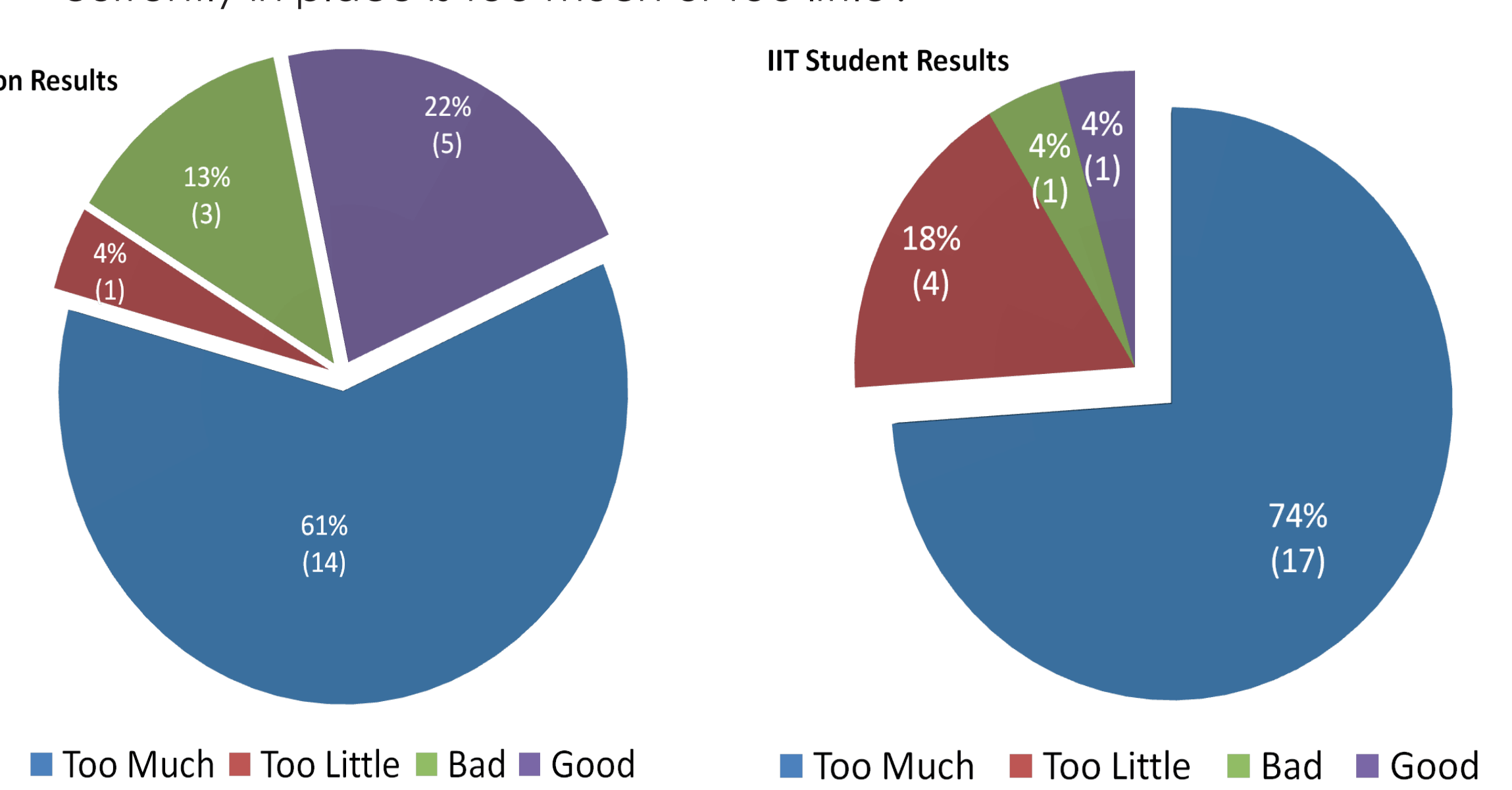
Q11: Should companies provide employees with basic guidelines regarding social media usage in the workplace?



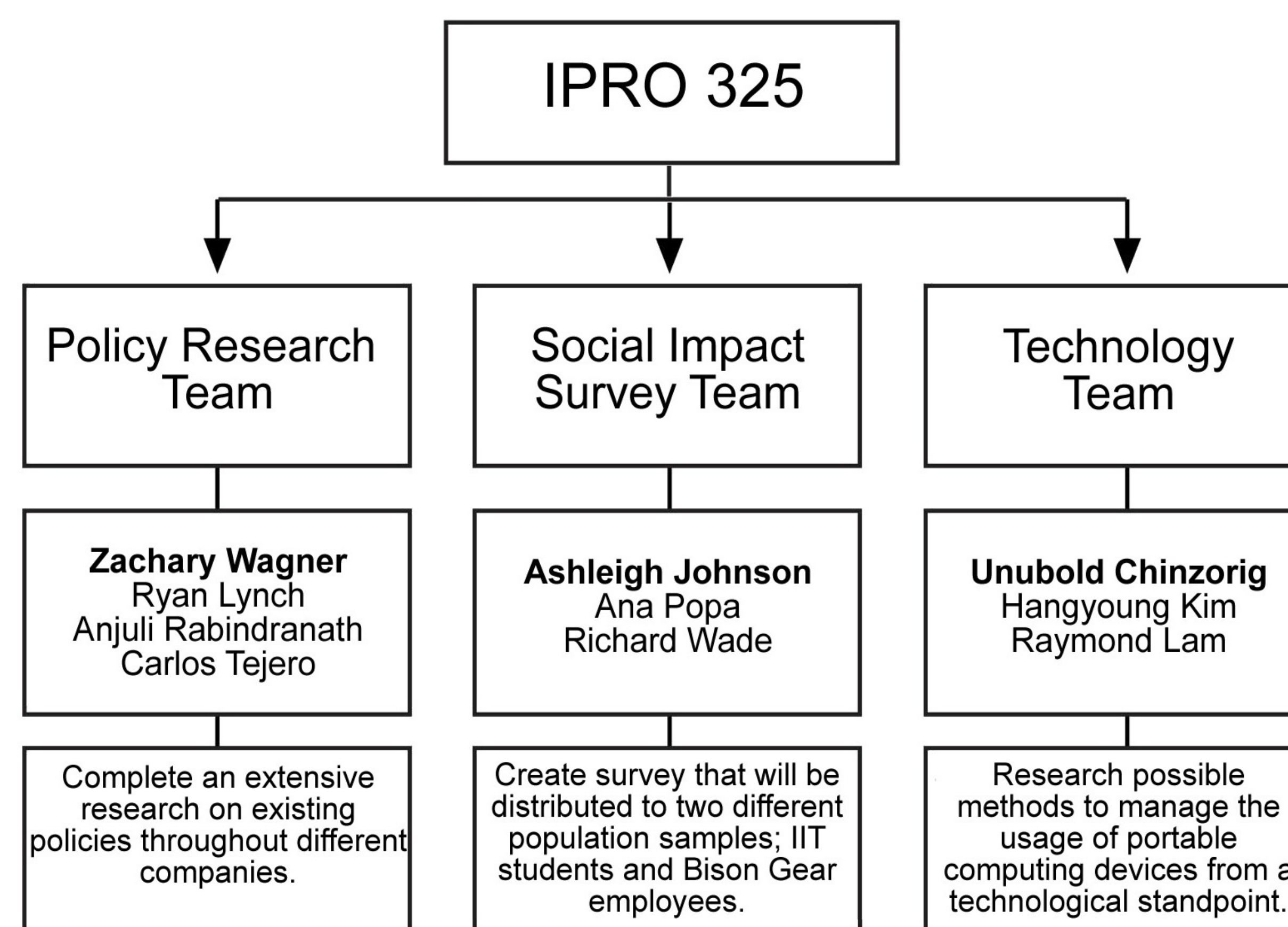
Q19: Do you believe it is a privilege or a right to have open access to the internet during work hours?



Q21: Do you think that the 90-minute quota time system that is currently in place is too much or too little?



Team Breakdown



Methodology

IPRO 325: Bison Book Gantt Chart																
	Week 1		Week 2		Week 3		Week 4		Week 5		Week 6		Week 7		Week 8	
	5-Jun	7-Jun	12-Jun	14-Jun	19-Jun	22-Jun	26-Jun	28-Jun	3-Jul	5-Jul	10-Jul	12-Jul	17-Jul	19-Jul	24-Jul	26-Jul
Research Social Media																
Bison on Social Media																
Research Mobile Devices																
Project Guidelines																
Legal Issues																
Team Logo																
Facebook Page																
Draft Survey Questions																
Pitch for Survey																
Finish up Project Guidelines																
1st Bison Meeting																
Pictures																
Outline																
Main Topics in Social Media																
Video																
Midterm Presentation																
Slides Power Point																
Poster																
Draft Social Media Policy																
Finalized Product																
Present Policy to Bison																
IPRO Day Presentation																

Final Product

Our Social Media Policy. Combining all the researches and surveys we have come up with a policy that is tailored for Bison Gear and Engineering Corp.

Promoting Fun, Creativity and Productivity

The Internet provides a number of benefits in which Bison Gear and Engineering staff may wish to participate. Utilizing social networking platforms provides an efficient and low cost way for people to maintain contact with each other.

Bison Gear and Engineering encourages its employees to take full advantage of these social media services and evolve together with the world community. Have fun, connect with co-workers, share stories, and be creative with your social media services. Maintaining our organizational culture we trust that you will make responsible decisions in regards to the amount of time spent on social media sites for personal use.

Conclusion

Bison Gear and Engineering Corporation associates are expected to use social media responsibly, professionally and with high integrity. This policy applies to all associates who work for Bison Gear and Engineering. If at any time you have questions or are uncomfortable with a situation involving social media please contact your supervisor for assistance.

Always remember...

SOCIAL MEDIA POLICY

BISON GEAR & ENGINEERING CORP.

Social Media is any internet based application that supports the creation and exchange of user generated content. At Bison Gear and Engineering Corporation, we believe that social media is a valuable tool that offers a fun and creative way to express yourself. The social media marketplace and the technology behind it is growing fast. This presents certain risks and carries certain responsibilities. Bison Gear and Engineering is offering helpful guidelines for appropriate use of social media so that all parties may enjoy the benefits that social media presents.

Transparency and Disclosure

Transparency is achieved by eliminating any anonymity and being completely honest. Express only your personal opinions. Never represent yourself as a spokesperson for Bison Gear and Engineering. If Bison Gear and Engineering is a subject of the content you are creating, be clear and open about the fact that you are an associate and make it clear that your views do not represent those of Bison Gear and Engineering. fellow associates, members, customers, suppliers or people working on behalf of Bison Gear and Engineering.

Disclaimer

Many social media users include a prominent disclaimer saying who they work for, but that they're not speaking officially for the company and this is good practice and encouraged.

If you do publish a blog or post online related to the work you do or subjects associated with Bison Gear and Engineering, make it clear that you are not speaking on behalf of Bison Gear and Engineering. It is best to include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of Bison Gear and Engineering."

Maintaining Confidentiality

Every employee at Bison Gear and Engineering must sign a confidentiality agreement form. The Bison Gear and Engineering confidentiality policy is made to keep trade secrets, processes and information about new products or services private and away from competition. Every employee is held responsible to follow this policy. Bison Gear and Engineering has the right to take legal actions against the employees who do not follow this policy.

Personal vs. Company Opinion

Bison Gear and Engineering encourages employees to write respectfully, knowledgeably and using the appropriate amount of professionalism. When stating an opinion online make it clear that it is your personal opinion and in no way does it reflect on the opinions of the company. Unless Bison Gear and Engineering has authorized your discussion on a topic it must be made known that the views stated are your own. Act responsibly and ethically and avoid misrepresentation. Trust is something regarded with the utmost importance at Bison Gear and Engineering and we expect our employees to use common sense and professionalism when engaging in social media activities.

Promote Integrity

At Bison Gear and Engineering we promote personal integrity and respect for others. Therefore, avoid publicly posting anonymously, using pseudonyms or false screen names. Use your real name, be clear who you are, and identify that you work for Bison Gear and Engineering. Avoid saying anything that is dishonest, untrue, or misleading. If you have a vested interest in something you are discussing, point it out. But also be smart about protecting yourself and your privacy. What you publish on the internet will be around for a long time, so consider the content carefully and also be cautious about disclosing personal details.

The public in general and Bison Gear and Engineering's employees and customers, reflect a diverse set of customs, values and points of view. Avoid saying anything contradictory or in conflict about the Bison Gear and Engineering website. Be yourself, and do so respectfully. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc.) but also proper consideration of privacy and topics that may be considered objectionable or inflammatory - such as politics and religion.