

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

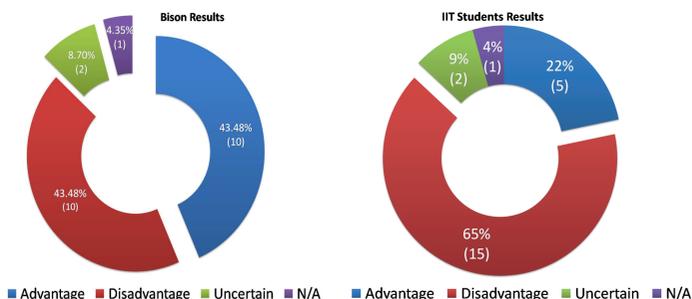
Rubikic of Principles that were most commonly implemented. W

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

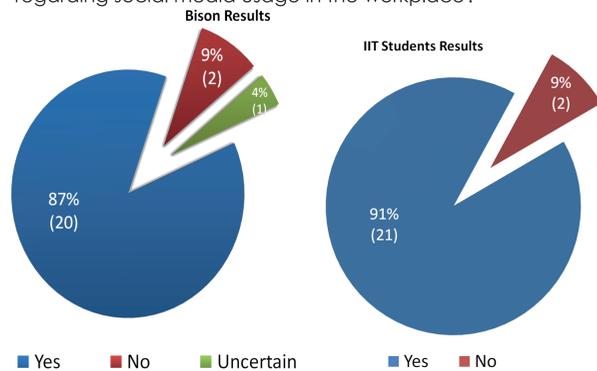
Interview Results:

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

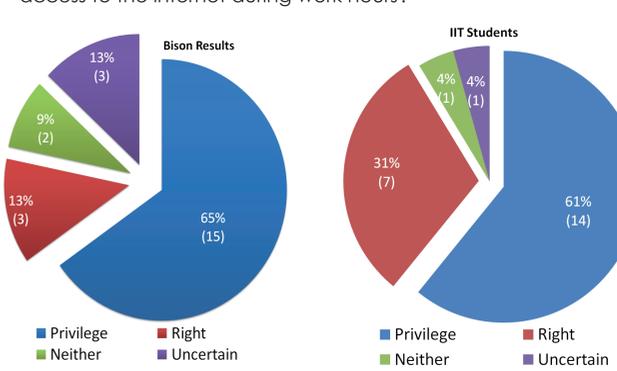
Q10: Place yourself in the shoes of a company administrator. Do you think that it is an advantage or disadvantage for "the company" to allow employees to access social networking sites while at work for both work and personal use.



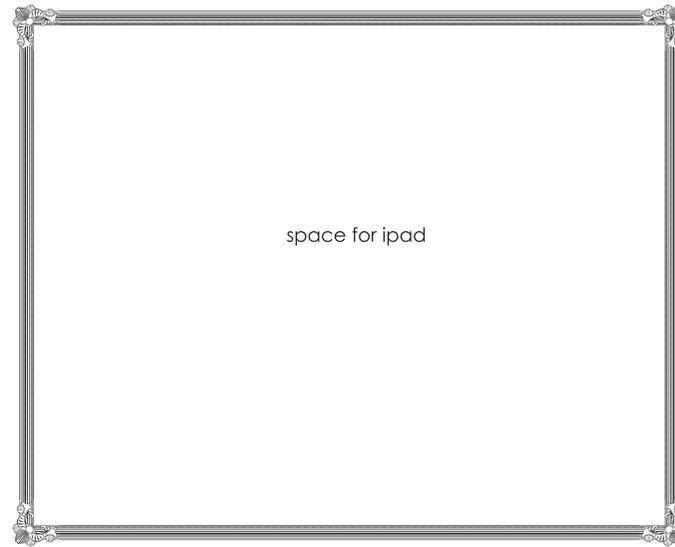
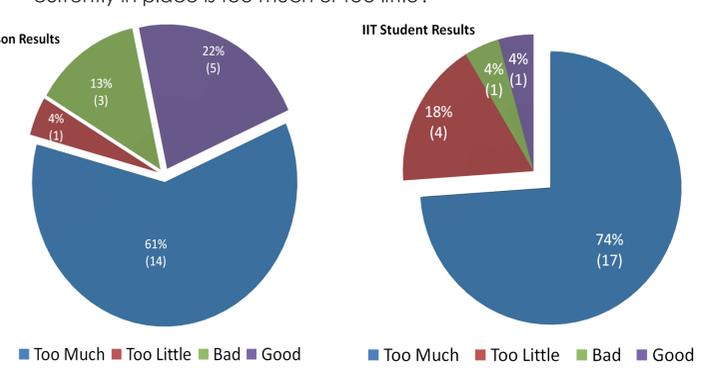
Q11: Should companies provide employees with basic guidelines regarding social media usage in the workplace?



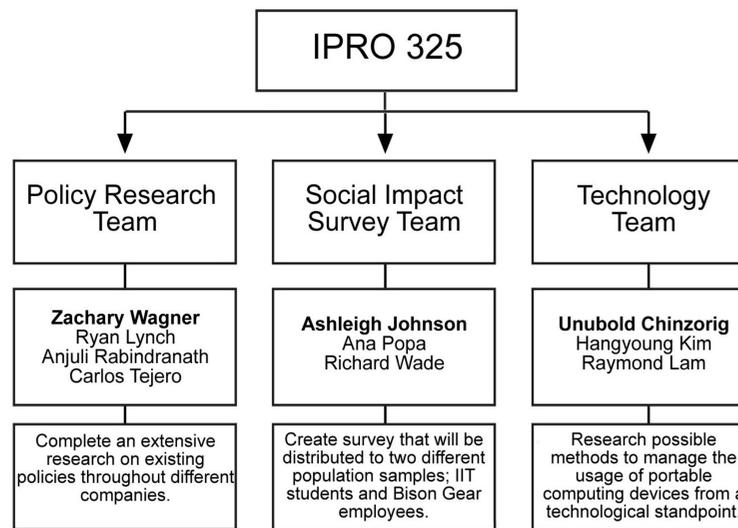
Q19: Do you believe it is a privilege or a right to have open access to the internet during work hours?



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

	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	27-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.

Introduction
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.

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.

SOCIAL MEDIA POLICY

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.

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.

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.