SOCIAL MEDIA STRATEGIES AND PRACTICES: MITIGATING RISKS WITHOUT LOSING SIGHT OF OPPORTUNITIES

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The primary focus of social media is interaction.
By sharing information and participating in conversations, one creates an online identity that is supplemented by what others post about you.
OVERVIEW
– Top Three

FACEBOOK
800,000,000

YOUTUBE
48 HOURS
3,000,000,000

TWITTER
350,000,000
1 WEEK
1,000,000,000
OPPORTUNITIES
OPPORTUNITIES
– In General

• Public relations and promotion of brand
• Fundraising
• Outreach
• Education
• Recruitment
• Customer service
• Almost anything that involves communicating with someone
OPPORTUNITIES
– YouTube

• http://www.youtube.com/user/mayoclinic
• http://www.youtube.com/user/UCLAHealth
• http://www.youtube.com/user/UMMCMVideos
• http://www.youtube.com/user/MountSinaiFoundation
• http://www.youtube.com/user/esclhin#p/u
OPPORTUNITIES
– Facebook

- http://www.facebook.com/ MayoClinic/
- http://www.facebook.com/ VeteransHealth/
- http://www.facebook.com/ ClevelandClinic/
OPPORTUNITIES
– Twitter

• http://twitter.com/#!/mayoclinic
• http://twitter.com/#!/ummc/
• http://twitter.com/#!/sickkids
OPPORTUNITIES
– Foursquare

• [https://foursquare.com/v/st-michaels-hospital/4ad4c064f964a5206ff820e3](https://foursquare.com/v/st-michaels-hospital/4ad4c064f964a5206ff820e3)

• [https://foursquare.com/v/toronto-western-hospital/4af2fb96f964a52086e921e3](https://foursquare.com/v/toronto-western-hospital/4af2fb96f964a52086e921e3)

• [https://foursquare.com/v/cheo-ottawa/4c15b14fa5eb76b05ecac3b7](https://foursquare.com/v/cheo-ottawa/4c15b14fa5eb76b05ecac3b7)
RISKS / MITIGATION
RISKS / MITIGATION

– Overview

SELF-INFLICTED HARM

• Losing track of one’s online identity
• Contract breach
• Content
• Record retention
• Friending and liking
• Personal information

HARM INFlictedED BY OTHERS

• Content-related
• Criticism and defamation
• Hacking
• Impersonation
RISKS/MITIGATION (SELF-INFLICTED HARM) – Losing Track of One’s Online Identity

- Failing to add to your online identity
- Poor choices for social media tools
- Communicating mixed or inconsistent messages
- Failing to engage with others
RISKS/MITIGATION (SELF-INFLICTED HARM) – Contract Breach

- Losing access to social media platforms
- Losing access to network
RISKS/MITIGATION (SELF-INFLICTED HARM)
– Content

• Unlawful or illegal content
• Improper
• Without permission or consent
• Specialized content
• Aged content
RISKS/MITIGATION (SELF-INFLICTED HARM)
– Record Retention

• Retain records of formal postings
  – Retain records of responses
  – To you
  – Made by you
RISKS/MITIGATION (SELF-INFLICTED HARM) – Friending and Liking

- “… by the company you keep.”
- Blurring boundaries
- Risks heighten when a recommendation is given

- Over emphasizing the numbers

Forget about the others in ’08 … support the only logical candidates (Monday, April 1, 2008 6:00 p.m.)
RISKS/MITIGATION (SELF-INFLICTED HARM) – Personal Information

• Self
• Colleagues
• Clients or patients
RISKS/MITIGATION (INFLICTED BY OTHERS)

– Content

• Unauthorized use of your content
  – Reproduction
  – Linking issues
  – Scraping issues

• User-generated or contributed content
RISKS/MITIGATION (INFLICTED BY OTHERS)—
Criticism and Defamation

- Constructive
- Harsh but legal
- Defamatory
RISKS/MITIGATION (INFLICTED BY OTHERS)

– Impersonation

• False account
• Hacked account
## MITIGATION/RISK – Prevention Recap

### Harm Inflicted By Others
- **Impersonation**
  - Terms and conditions
  - Password or information security policy
  - Employment agreements require compliance with policies

- **Criticism and defamation**
  - Monitoring (individual items as well as the balance of materials)

- **Content (user-generated)**
  - Terms and conditions (prohibit unlawful or illegal content, reserve sufficient rights to be able to address content issues and a process for reporting content issues
  - Content guidelines

- **Content (unauthorized use)**
  - Terms and conditions (limit uses, restrict linking, embedding and scraping)
  - Proprietary marks and legends
  - Monitoring (manual/automated)

### Breach of Contract
- Read the terms and conditions
- Retain a copy
- Verify that your planned conduct does not breach them
- When reasonable, try to negotiate cure periods or suspensions rather than termination
- Make note of the amending provision
- Retain a copy of the terms of conditions
- Check for amendments

### Record Retention
- Retention policy
- Training for communicators
- Reviews of policies

### Friend and Liking
- Defined approach to friend and recommendation requests that supports your online identity
- Planned responses
- Streaming tools, but recognise that they are not fool-proof
- Edit your friends regularly

### Personal Information
- Communications policy
- Privacy policy
- NDAs
- Consent documents
- Limiting disclosure even with consent

### Losing Track of One’s Online Identity
- Definition of the identity
- Strategy to support the identity
- Channel decisions based on the strategy
- Posting decisions based on the strategy
- Communications policy supports
- Employment agreements support the policies
- Regular reviews

### Statement of Online Identity

- Regular reviews
- Communications policy
- Employment agreements support the policies
- Content guidelines
- Train the communicators
- Train the other employees if they are permitted or encouraged to contribute to the social media footprint
- Licenses and waivers
- Releases
- Disclaimers
- Reviews of policies
- Reviews of content

**Self-inflicted Harm**

- Communications policy
- Privacy policy
- NDAs
- Consent documents
- Limiting disclosure even with consent
DEVELOPMENTS
DEVELOPMENTS
– Overview

• Analytics
• Real time
• Location-focused social media
• Gamification
• Augmented reality
• Fragmentation and technology refusal
• Fatigue
DEVELOPMENTS – Analytics

• Basic tools (per channel and provide simple statistics such as number of friends, followers, likes dislikes and re-posts)

• Complex tools
  – Per channel
  – Across multiple channels

• Desire for measurements
DEVELOPMENTS
– Real Time

• Users can communicate at the same time or with very little lag time

• Potential
  – Collaboration
  – Customer support
DEVELOPMENTS
– Location-focused Social Media

• Share information about where one is located

• Potential
  – Ability to track certain customer’s behaviours
  – Ability to reward loyal customers or entice new ones
  – Customer evangelists

• Combined with RFID
DEVELOPMENTS
– Gamification

• Social media elements into games
• Game-playing elements into social media experiences
• Extending the interaction
  – Reward as a stimulus
  – Varying the interaction
DEVELOPMENTS
– Augmented Reality

• A layer of information (including images and sounds) over top of a portion of the physical world (i.e. a place, a thing or a person)

• Draw attention to existing content by creating an opportunity to interact with it

• Allowing those who are interacting with the content to interact with each other by adding to the augmentation

• Physical world becoming part of the interface
DEVELOPMENTS
– Fragmentation Refusal and Fatigue

• Audience fatigue
• Fragmentation
  – Interest-specific
  – Local or private
• Choosing not to participate or limiting their participation
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