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

Presented on: November 16, 2011 Presented by: Elisabeth Symons



OUTLINE

- Part One Overview
- Part Two
- Part Three
- Part Four

- Opportunities
- **Risks / Mitigation**
 - Developments









OVERVIEW – Social Media in General

The primary focus of social media is interaction.



OVERVIEW – Online Identities

By sharing information and participating in conversations, one creates an online identity that is supplemented by what others post about you.



OVERVIEW – Top Three

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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

- <u>http://www.youtube.com/user/mayoclinic</u>
- <u>http://www.youtube.com/user/UCLAHealth</u>
- http://www.youtube.com/user/UMMCVideos
- http://www.youtube.com/user/MountSinaiFoundation
- http://www.youtube.com/user/esclhin#p/u



OPPORTUNITIES – Facebook

- <u>http://www.facebook.com/MayoClinic/</u>
- <u>http://www.facebook.com/VeteransHealth/</u>
- http://www.facebook.com/ClevelandClinic/
- <u>http://www.facebook.com/pages/North-East-Local-Health-Integration-Network-LHIN/153302774696969?sk=wall</u>



OPPORTUNITIES – Twitter

- <u>http://twitter.com/#!/mayoclinic</u>
- http://twitter.com/#!/ummc/
- http://twitter.com/#!/sickkids



OPPORTUNITIES – Foursquare

- <u>https://foursquare.com/v/st-michaels-hospital/4ad4c064f964a5206ff820e3</u>
- <u>https://foursquare.com/v/toronto-western-hospital/4af2fb96f964a52086e921e3</u>
- <u>https://foursquare.com/v/cheo-</u> 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 INFLICTED 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

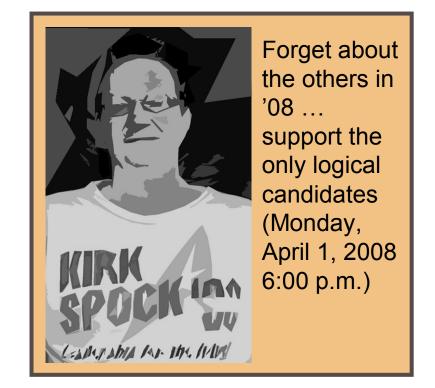
- Retain records of formal postings
 - Retain records of responses
 - To you
 - Made by you





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





RISKS/MITIGATION (SELF-INFLICTED HARM) – Personal Information

- Self
- Colleagues
- Clients or patients





RISKS/MITIGATION (INFLICTED BY OTHERS) – Content

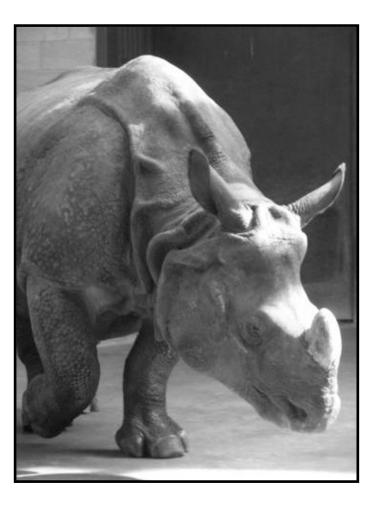
- Unauthorized use of your content
 - Reproduction
 - Linking issues
 - Scraping issues
- User-generated or contributed content





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)	
Self- inflicted Harm	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	 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 	Content 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	Record Retention Retention policy Training for communicators Reviews of policies Personal Information Communications policy Privacy policy NDAs Consent documents Limiting disclosure even with consent	Friending 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

Statement of Online Identity

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



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DEVELOPMENTS – Gamification

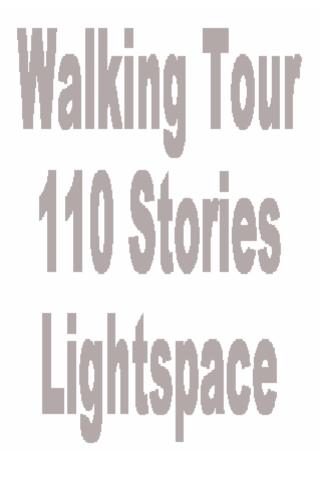
- Social media elements into games
- Game-playing elements into social media experiences
- Extending the interaction
 - Reward as a stimulus
 - Varying the interaction





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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