

How is your organization connected to current events?

As a large local or regional employer, your workforce represents the full spectrum of your community's demographics.

Consequently, it's smart to consider the following social media guidance when lightning-rod or polarizing issues occur:

1

You may be brought into the fray when an employee – who lists you as their employer on their personal social media profiles – posts antagonistic, hateful or vile statements.

2

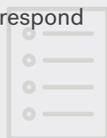
You could be targeted by trolls – who are purposefully trying to incite hatred – falsely claiming to work at your organization so others will attack it as a large, local institution.

In both scenarios, members of the public will screenshot the comments and send them to your organization demanding answers and action with comments like: “How could you employ someone who thinks like this?”, “This person should be fired!” or “Someone who talks like this shouldn't be taking care of patients.”

How can you mitigate backlash?

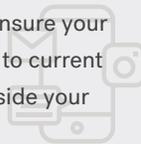
Have a response ready.

As with any reputation management program, anticipate potential reviews and comments, and proactively create sample responses to those scenarios. Doing so will allow you to respond in a timely way.



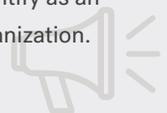
Review and update all internet and social media policies.

Have you updated those policies recently? As these platforms have become part of everyone's day-to-day life, work has invariably made its way into profiles and posts. Review everything to ensure your existing policies speak to current trends and work alongside your code of conduct.



Educate internally.

Use townhalls, employee forums and department meetings to remind and educate staff about updates to your social media policy and on expectations for online behavior, if they choose to identify as an employee of the organization.



Sample Response Structure

If it is confirmed that the individual **IS** an employee or affiliated with your organization:



Acknowledge the comments.

“We have been made aware of...”



Take a stance.

“These comments do not align with...”



Describe your action.

“We have terminated the employee...”

If the online comments are posted by someone who is NOT employed by or affiliated with the organization, say so. “We do not have an employee by that name. We have referred this situation to our legal department to follow up with Facebook. We believe this person is falsely claiming affiliation with our organization to gain attention for these vile views.”

Questions about managing your online reputation? We can help. Visit jarrardinc.com.

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