

# HR-Xchange Summary – 8/18/09

## “Using Social Media and Social Networks – Are You Missing the Opportunities in HR?” – facilitated by Jennifer McClure

The session kicked off with our gracious facilitator discussing all of the ways that social media are changing the way we communicate and do business. In order to be successful in mastering this new wave of communication, Jennifer unveiled that LISTENING is the first rule of social media. We viewed a short YouTube video on her blog ([www.CincyRecruiter.com](http://www.CincyRecruiter.com)), which showed how greatly our lives will be impacted by social media. The phenomenon created by Facebook, LinkedIn, and other social networking sites is unmistakably going to change our work environments...and in many ways, it already has done so.

Next, our group was challenged to answer the following 3 questions:

### 1. Why aren't HR professionals getting on board with social media?

- a. Negative buzz – If a company puts itself “out there”, people have the opportunity to communicate both positively AND negatively about the company. Jennifer challenged us to see that our employees may already have these negative thoughts. By having an open forum to discuss these issues, the negative feedback can be addressed quickly in a professional way and offer solutions.
- b. Employees can use the websites for personal use.
- c. Leadership at the top does not always buy in to the use of these websites – the idea of “dinosaur leadership”, who do not know enough about the websites to see their benefits or their value.
- d. Use of social media can be time consuming.
- e. Company policy does not permit the use of these sites. Again, Jennifer challenged us on this point. Out of all of the policies created in HR, we tend to create all of our policies around the 10% of negative things that go on in a company. Why not focus on the 90% of positive things going on?
- f. Liability – how secure is the use of social media?
- g. Control – how can use be monitored?

### 2. What needs to happen to overcome some of the concerns we have?

- a. Education – What it is, and how you use it.
- b. Policy – Focus on how you CAN use it, and then also touch on how you can't use the social media
- c. Promote the benefits – Marketing

- d. Use the competition as an example – see how others in your field are maximizing the benefits of social media
  - e. JUST DO IT!
3. **What are some ideas on how HR can use social media or networking for professional development?**
- a. Communicate to their people using social media
  - b. Don't just post information on these sites – BE A HUMAN and interact with your people! Keep in mind that this is a 2-way interaction.
  - c. Crisis Management
  - d. Communicate changes in benefits, policies, etc.
  - e. Learn about other companies, and learn new ways to improve your own department/company, etc.
  - f. Use it as both a Recruiting and Retention tool – many people may view the use of social media in the workplace as a job perk, so sell it!

To wrap things up, Jennifer stressed how we need to focus on all of the positives here. Show our people how they CAN use social media to develop themselves and network. She shared the following websites that can help us to understand and use social media.

In creating a social media policy, use the following website as a guide. This is taken from the IBM Social Computing Guidelines Site:

[www.ibm.com/blogs/22/en/guidelines.html](http://www.ibm.com/blogs/22/en/guidelines.html)

Google Alerts is a great tool to monitor social media and networking in your company.

[www.google.com/alerts](http://www.google.com/alerts)

Twitter is a great search engine to use when looking for particular people online.

[www.search.twitter.com](http://www.search.twitter.com)