

Can a Tweet Land You Out on the Street?

Hiring and Firing in the Age of Social Networking

Presented by:
Sheila Gladstone
sgladstone@lglawfirm.com

and

Amy Emerson
aemerson@lglawfirm.com
(512) 322-5800

816 Congress Avenue
Suite 1900
Austin, Texas 78701
(512) 322-5800
(512) 472-0532 Fax
www.lglawfirm.com

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Tweet, Tweet, Tweet

Cisco just offered me a job!
Now I have to weigh the utility of a fatty
paycheck against the daily commute to San
Jose and hating the work.

Who is the hiring manager? I'm sure they
would love to know that you will hate the work.
We here at Cisco are versed in the Web.

www.twitter.com

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What is Social Media?

flickr



facebook

Social media is online content created by people using highly accessible and scalable publishing technologies

Twitter
Microblogging

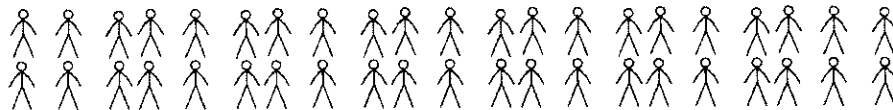
PostSecret



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A worldwide explosion

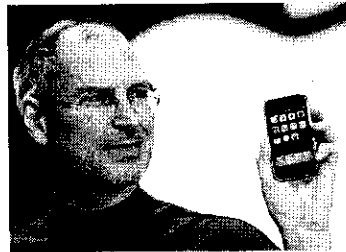
- **Facebook:** 220 million users
- **Twitter:** Grew over 1,000% between 2008 and 2009
- **MySpace:** 1 in 4 Americans have a page
- **YouTube:** 14.8 billion videos viewed in January 2009



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Isn't this for college kids?

- **More than 2/3 of Facebook's 220M users are out of college**
- **The fastest growing demographic**
 - **Facebook: age 35**
 - **Twitter: ages 45-54**



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The Impact on Employment

- **THE GOOD**
 - **Verification of qualifications**
 - **Monitoring employee conduct ?**
- **THE BAD**
 - **Use during work time**
 - **Disparaging company, coworkers, customers**
 - **Disclosure of confidential information**
- **AND THE UGLY**
 - **Negligent hiring**
 - **Discrimination**
 - **Invasion of privacy ?**



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A Tool for Smart Hiring

- 22% of hiring managers researched applicants on the net (2008)
- Areas of concern included
 - Drinking / Using Drugs
 - Provocative / Inappropriate Photos
 - Poor Communication Skills
 - Bad Mouth Previous Company / Employee
 - Lying about qualifications
 - Discriminatory remarks
 - Criminal Behavior
 - Shared confidential info of previous employer

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Oh, the Things You Can Learn



The screenshot shows a Myspace profile for a user named 'Ass2phat'. The profile includes a navigation bar with links for 'Friends', 'Music', 'Video', 'More', 'Ass2phat', 'Life', and 'My Ass'. A prominent feature is a blog entry titled 'Ass2phat is just kickin back and relaxing' with a 'view more' link. Below this, there is a section for 'Ass2phat's Latest Blog Entry' with a 'Subscribe to this Blog' link and a 'View All Blog Entries' link. The main content of the blog entry is visible, featuring a photo of a woman and a man. The text of the blog entry is as follows:

Ass2phat's Blogs

Just my

Well im a freak and dats about it but MY NAME IS TRINA IM 21 YEARS OLD BASICALLY IM JUST SEEING WAT I CAN GET INTO TO IM TRYING 2 GO TO COLLEGE SO I MOVED TO HAWAII SOON SO GUYS WIT BIG DICKS HIT ME UP. I like to go out shopping, getting my nails and toes done on daily basis and have fun

Who I'd like to meet:

A guy that can hit my g spot

Mood: horny
View My: [Pics](#) | [Videos](#) | [Playlists](#)

Ass2phat's Friends Score (Top 9)

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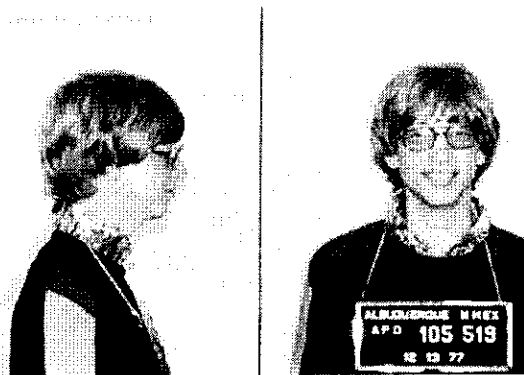
But, BE CAREFUL

- Mistaken Identity / Common Names
- Doctored Pictures
- Fake Profiles
- Discrimination Claim
 - Don't check too early
 - Pictures and profiles give you age, race, disability, religion, etc.



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Plus, You Never Know



“Posted” vs.
“Tagged” Photos

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Liability for NOT Screening Online?

- **Negligent Hiring**
 - Readily available information
 - Crimes
 - Drug use
 - Excessive drinking
 - Other violence
 - At least Google

A sample of a background check form. The form includes fields for Name, Address, Date of Birth, Social Security Number, and Employment History. It also has sections for Criminal Records, Driving Record, and Education. There are two small black and white photographs of a man's face on the form. The form is partially filled out with text.

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Why Would I Monitor Employees?

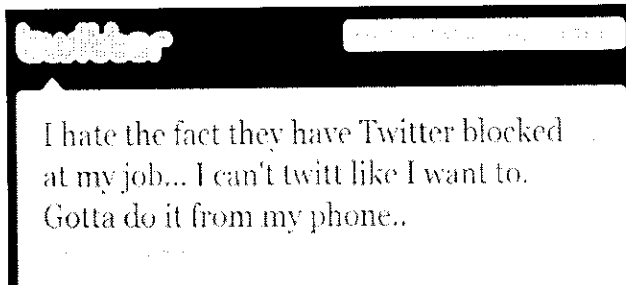
- **Maintain productivity**
- **Protect company's reputation**
 - Image portrayed by employees linked to company
 - Disparagement of company, coworkers, and customers
- **Prevent and discourage sexual harassment**
- **Investigate employee complaints**
- **Prevent or identify disclosure of confidential information**

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Working Hard? Or Hardly Working?

twitter

goofing off at work



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I can't come to work today because . . .

- **Watch tweets, status updates, images, and other posts.**



I lied about being sick on Friday, now I really am sick. #karma.



A "Family Emergency"

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When Image is Everything



Diary of a Flight Attendant

- A blog (web log) is an online diary anyone can read
- Example: Diary of a Flight Attendant

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Confidential Information?

- What happens at the office may not stay at the office
- In addition to what is written, almost all cell phones have cameras



It looks like somebody over in Microsoft land is getting some new toys...

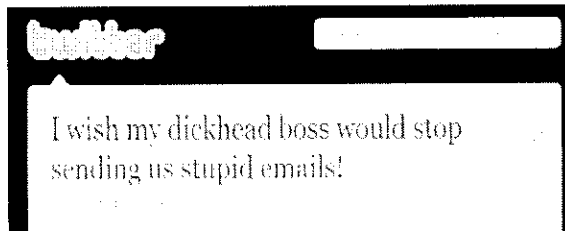
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Rub a Dub Dub – A PR Nightmare in a Tub

- **Insert Burger King Video**

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Boss Bashing



Consider how the internet might impact morale

I used a new Auto-send email feature last night on my boss. Completely fooled him! He called me this a.m. to thank me for working so late!

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Coworker Bashing



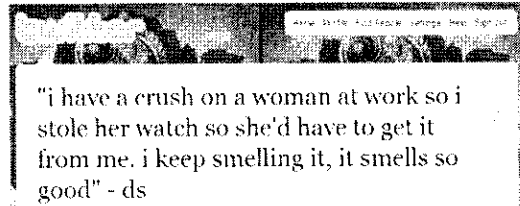
- 2/12/02 - I hate that the Tech Producer doesn't know how to use email. He's the goddamn TECH Producer, for crying out loud. Dude just wanders all over the office, on foot, asking for updates and fixes to bugs only he can replicate.
- 2/26/02 - I lost my job today. Essentially, they explained, they didn't like what I had expressed on my website. I got fired because of doce.com.

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Relation to Sexual Harassment

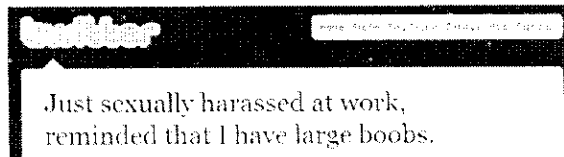
- **Vehicle for bad behavior**

- From work
- From home



- **Investigation tool**

- Who said what & when



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Mechanics of Screening / Monitoring

- **Decide how/where to search**

- Google

"On Facebook, 273 people know I'm a dog.
The rest can only see my limited profile."

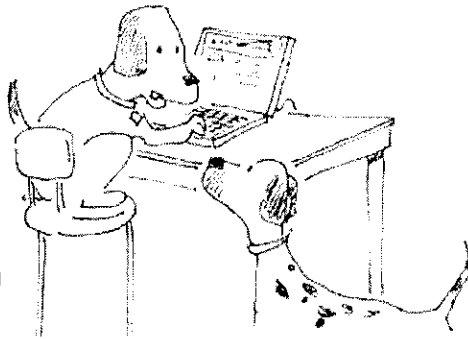
- **Facebook/Myspace**

- **Obtaining access**

- Username/password
 - Requiring "friend" status
 - A live tour?

- **Twitter**

- www.twellow.com
 - www.tweepsearch.com



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More Mechanics

- **Designate a "searcher"**

- Train

- Where to look
 - What's prohibited

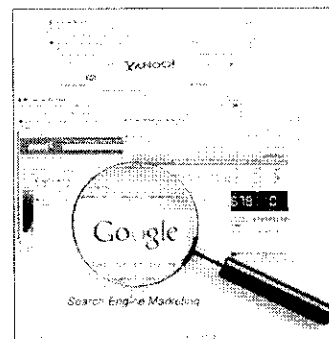
- **Limit disclosure**

- To decision-maker
 - To others

- **Avoid claims of privacy**

- Disclose possibility of online search

- **Apply monitoring fairly**



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Social Media Savvy Policy Updates



- Part of e-mail/internet policy
- Gear normal elements to social media
 - While at work, social sites & blogs
 - Monitored
- No expectation of privacy
- What's new?
 - No blogging at / on behalf of work
 - Employee blog disclaimers
 - Confidentiality applies to employee postings
 - Prohibit photos / videos at work

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Questions?

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