

# Workshop 13

## Using social media for networking and campaigning



- Practical workshop on how to get started on Facebook and Twitter.
- Discussion on how best to use social media for Health and Safety, and the pro's and con's
- Definite do's and don'ts

### Housekeeping

- Fire Alarm
- Toilets
- Mobile Phones (silent)
- No smoking
- First Aid



## Conduct/Protocol

All delegates are expected to treat each other with tolerance, dignity and respect as the Conference is made up of delegates from a complex and diverse range of social, cultural, religious and political backgrounds.

It is essential that delegates respect this in all their dealings with each other.

Conference expects all delegates to also abide by the policy and rules of their respective trade union and/or organisation whilst they act on its behalf.

### What is social media?

Definitions of social media:

- **Oxford English Dictionary** - websites and applications that enable users to create and share content or to participate in social networking  
*June 2013, Oxford English Dictionary breaks its own rule; namely that a new word needs to be current for 10 years before consideration for inclusion, by introducing the word definition 'tweet' - Make a posting on the social media website Twitter.*
- **Encyclopaedia Britannica** - forms of electronic communication (as websites for social networking and micro-blogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos).

### History of social media

What's your first memory of social media?

Twitter, perhaps? Or maybe Facebook?



If you're of a certain age, you'll likely remember when *MySpace* was very much the number one amongst all social platforms. Roll the years back a little further, and you could have been one of the (relatively) few who were amongst the pioneers of modern social networking on *Friendster*.

But here's the thing: the history of social media actually goes back a lot further, and its roots can be found in blogging, Google, AOL, ICQ, the beginnings of the world wide web and, perhaps surprisingly, CompuServe. The following info graphic takes a closer look at the history of social media, 1969-2012.

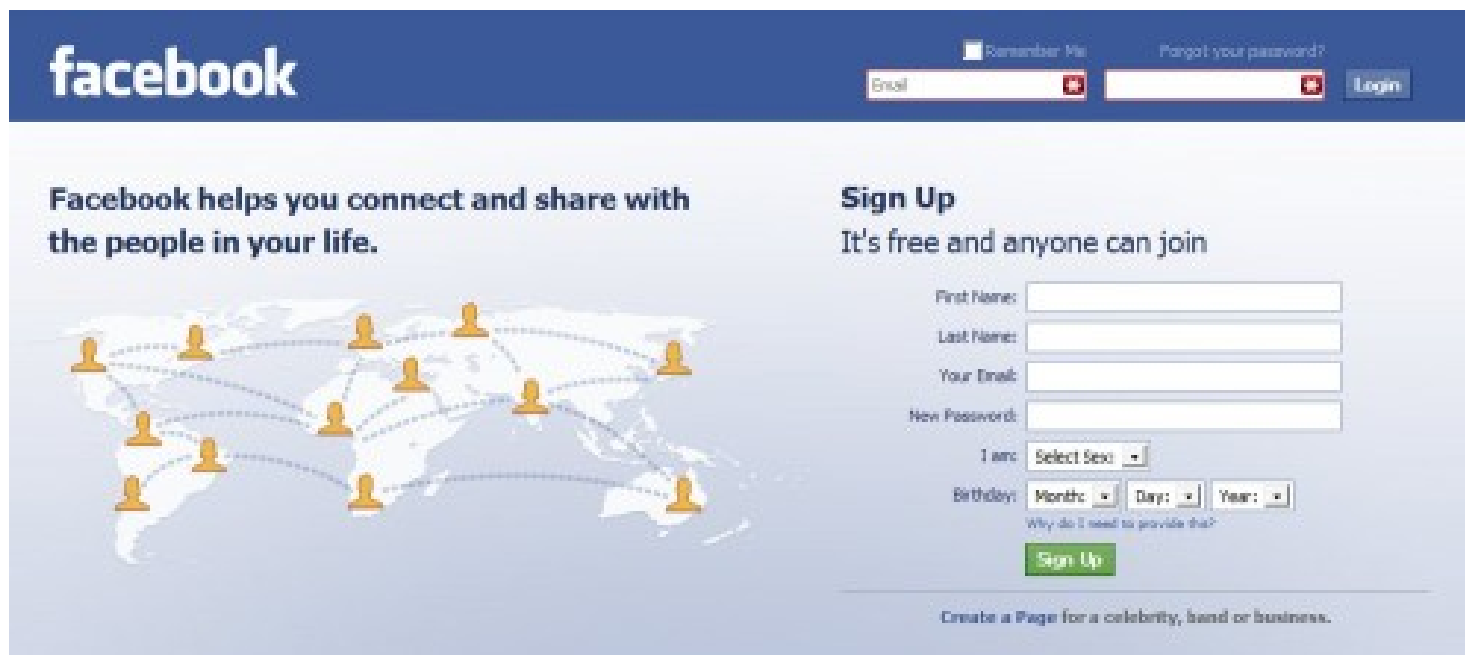


Hazards 2013 'Stop It: You're killing us!'

19th-21st July 2013 at Keele University, Stoke-on-Trent, Staffordshire

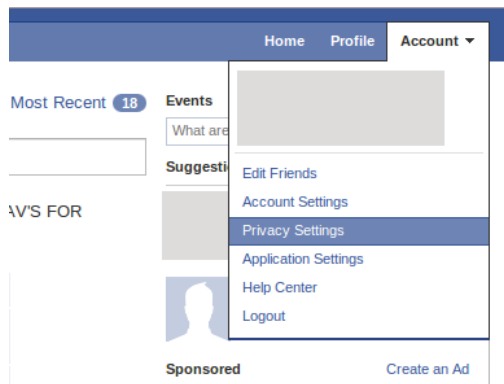
- how to get started on **facebook** using a desktop or laptop

1. Search on [www.facebook.com](http://www.facebook.com) and log in . . . or, sign up



The image shows a screenshot of the Facebook website's login and sign-up interface. At the top left is the Facebook logo. To its right are two input fields for email and password, with a 'Remember Me' checkbox and a 'Forgot your password?' link. A 'Login' button is positioned to the right of the password field. Below the login section, on the left, is a graphic of a world map with several orange person icons connected by dashed lines, representing a global network. The text reads: 'Facebook helps you connect and share with the people in your life.' On the right side, there is a 'Sign Up' section with the heading 'It's free and anyone can join'. This section contains several input fields: 'First Name', 'Last Name', 'Your Email', and 'New Password'. Below these are dropdown menus for 'I am:' (with 'Select Sex' as the current selection) and 'Birthday:' (with 'Month', 'Day', and 'Year' dropdowns). A small note asks 'Why do I need to provide this?'. A green 'Sign Up' button is at the bottom of the form. At the very bottom of the sign-up section, there is a link: 'Create a Page for a celebrity, band or business.'

- Review and change your 'privacy' settings



### Choose Your Privacy Settings

#### Basic Directory Information

To help real-world friends find you, some basic information is always open to everyone. We suggest also setting basics like hometown and interests to everyone so friends can use those to connect with you. [View settings](#)

#### Sharing on Facebook

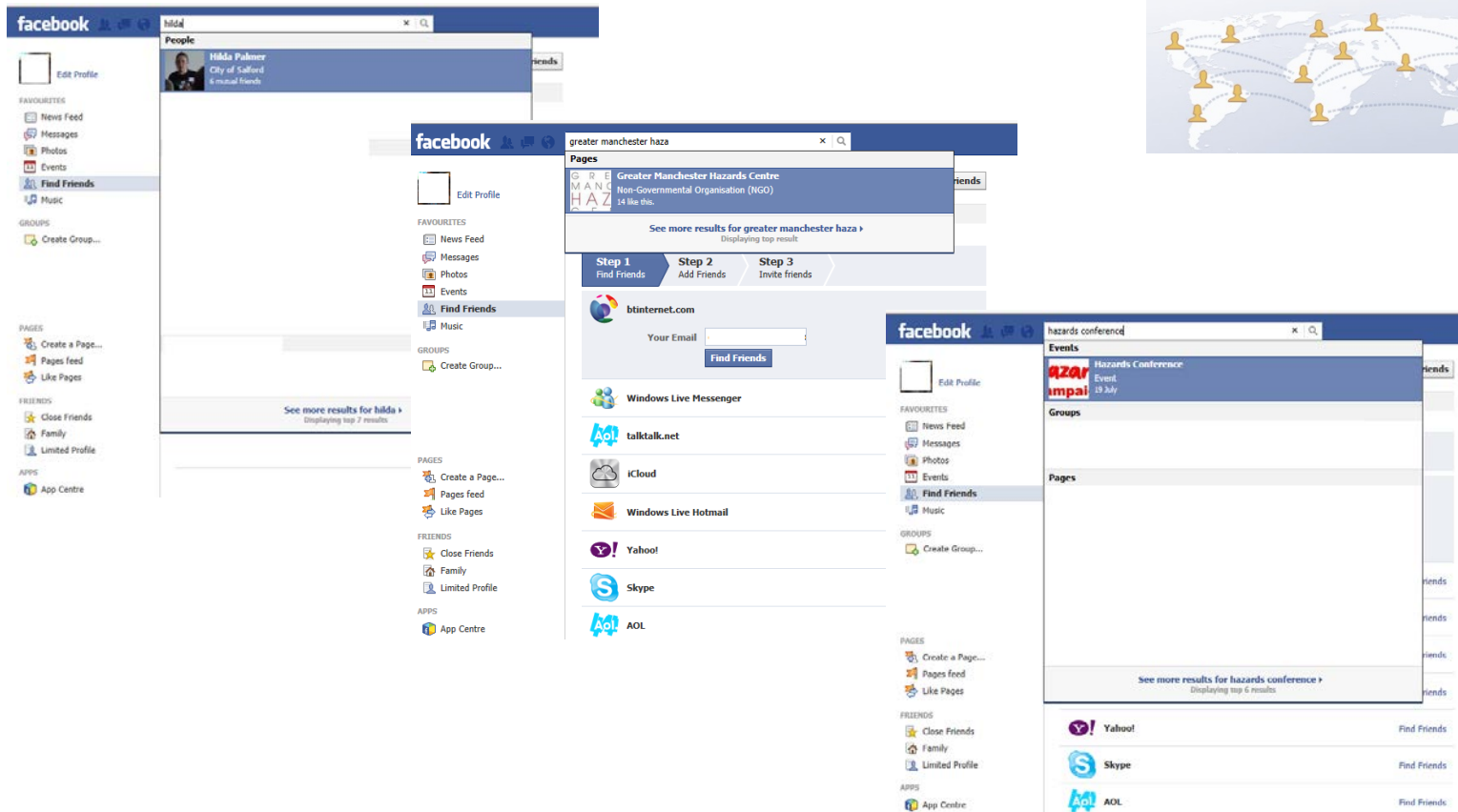
Everyone	Everyone	Friends of friends	Friends only	Other
Friends of friends	My status, photos, and posts		*	
Friends only	Bio and favorite quotations		*	
	Family and relationships		*	
	Photos and videos I'm tagged in		*	
	Religious and political views		*	
Recommended	Birthday		*	
	Can comment on posts		*	
	Email addresses and IM		*	
Custom	Phone numbers and address		*	
	<input checked="" type="checkbox"/> Let friends of people tagged in my photos and posts see them.			
	<a href="#">Customise settings</a>			
	<a href="#">Apply These Settings</a>			



### 2. Networking

**facebook**

Facebook helps you connect and share with the people in your life.



The image shows three overlapping screenshots of the Facebook interface, illustrating the networking process:

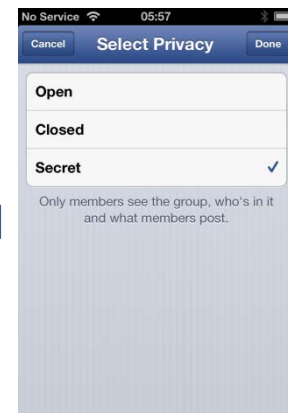
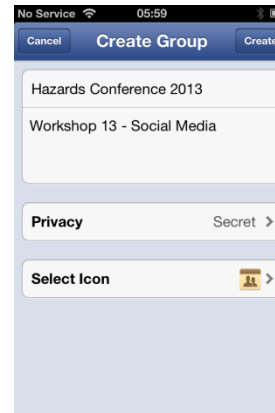
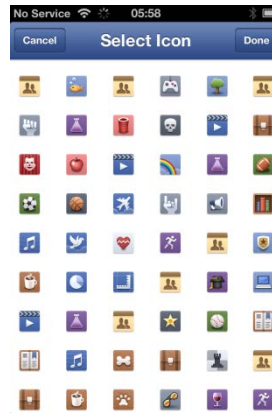
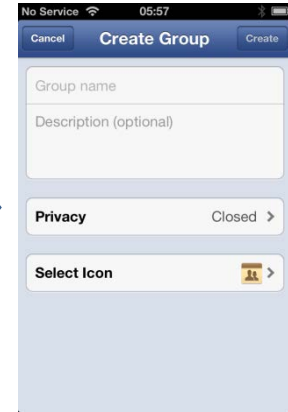
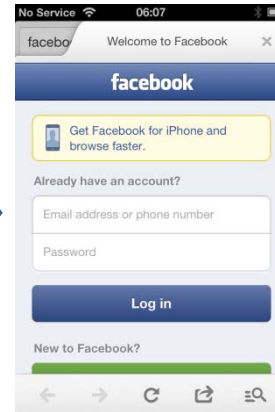
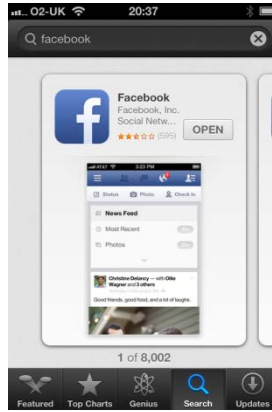
- Top Screenshot:** A search for "hilda" in the "People" section. The results show a profile for "Hilda Palmer" from the "City of Salford & mutual friends".
- Middle Screenshot:** A search for "greater manchester haza" in the "Pages" section. The results show the "Greater Manchester Hazards Centre" (Non-Governmental Organisation (NGO)) with 14 likes. Below the results is a "Find Friends" section with three steps: "Step 1 Find Friends", "Step 2 Add Friends", and "Step 3 Invite friends".
- Bottom Screenshot:** A search for "hazards conference" in the "Events" section. The results show the "Hazards Conference" event on 19 July. Below the event are sections for "Groups" and "Pages", with a "Find Friends" button for each.

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- how to get started on **facebook** using an iPhone

Select 'Apps Store' icon and type 'Facebook' in the search field

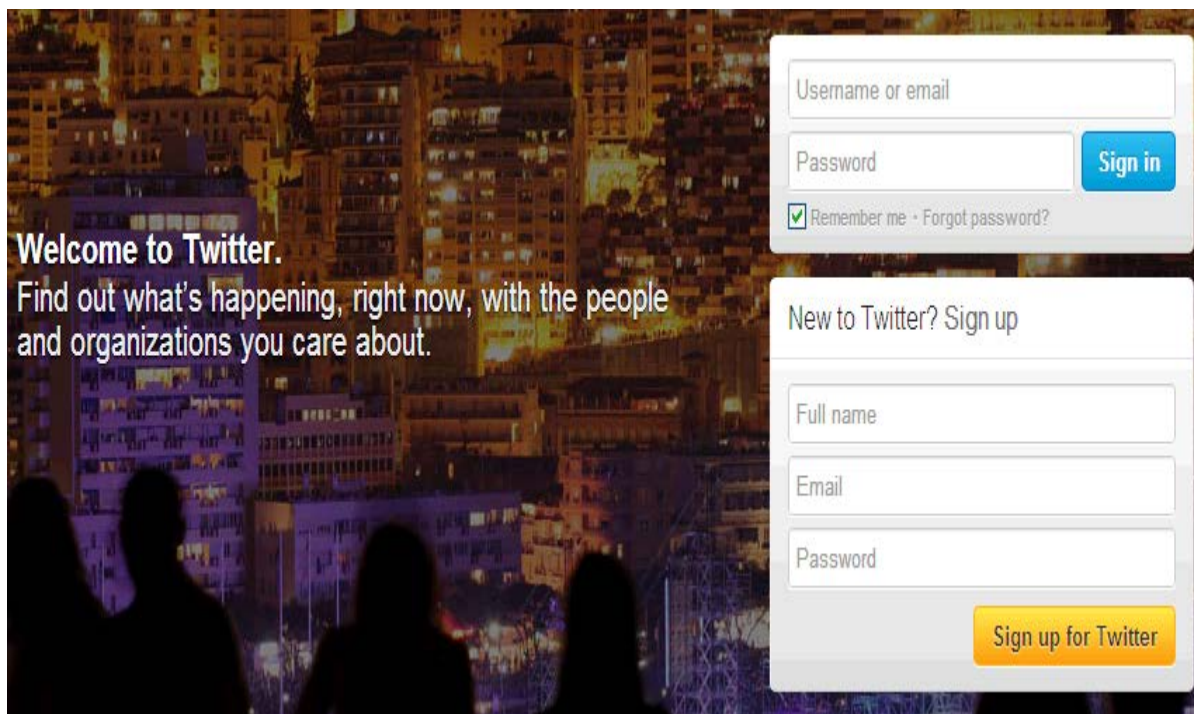


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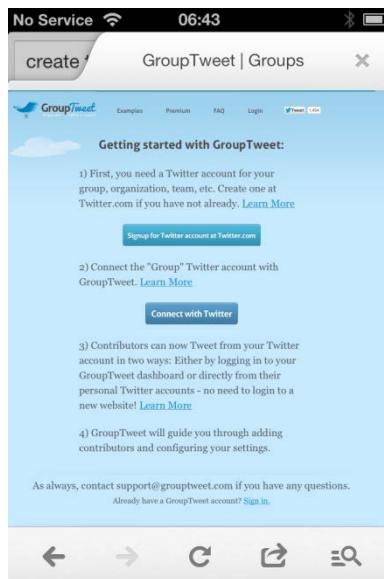
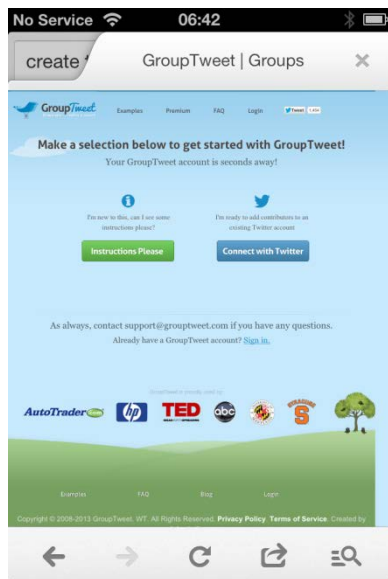
- how to get started on  using a desktop or laptop

1. Search on [www.twitter.com](http://www.twitter.com) and log in . . . or, sign up



- how to get started on  using an iPhone

Select 'Apps Store' icon and type 'twitter' in the search field



**How best to use social media for**  
**Health and Safety**

**Discussion**

### Social media The pro's and con's

#### Pro's

- They allow those who are shy or have trouble making friends to socialize more easily. That's also true for those with disabilities
- They provide another option for those looking to date but are unable to find the right person.
- They allow those with similar interests to connect and converse.
- They allow professionals to network more easily.
- They allow businesses and public entities to share information with customers and clients, and to market themselves inexpensively.
- They allow people to reacquaint with old friends or those who live far away.
- They allow for grass-roots causes to organise, recruit new members and spread their messages.

### Con's

- They give hackers an opportunity to steal and misuse personal information, especially if users don't correctly install privacy filters. And even with those safeguards, posted information is never fully secure.
- Online interaction can become a substitute for actual meetings, which can hurt social development and isolate users.
- They destroy marriages by providing covert connections with others that lead to infidelity.
- They waste time, especially for those who compulsively check or update them. For employers that means lost productivity.
- They let bullies spread destructive information, photos or lies about others.
- They allow unscrupulous people to misrepresent themselves, take advantage of others or spread false news.
- They can be costly to those who post regrettable information or photos that are discovered by colleagues or prospective employers. Once information goes online, it never goes away.
- They bring out the nastiest conversation, because participants feel anonymous, or at least have some distance from those they are insulting.
- They cause users to spend less time outdoors and to be less active.

### Social media The do's and don'ts

#### Do

- Use a **strong password**.
- Use **privacy settings**.
  - Insist your friends use theirs too
  - NEVER leave anything but the bare minimum as publically available. Make sure only your accepted friends or followers can see what you put up.
  - Even then **leaks, hacks, and privacy policy revisions are not unheard of**. Don't assume what you do post IS secure, despite the settings.



- Use **HTTPS** to connect to your social networking sites whenever possible, especially when connecting from a public hotspot. Be wary if your social networking service only uses HTTP for login credentials only.
- Whenever possible, **organize contacts into "categories"**.
  - Most of us do this between friends and family anyway, but from a security standpoint it might also make sense to separate "best friends" from "person I met yesterday afternoon"
- **Verify** friend/follower requests.
  - Don't accept just anyone. Most scams start by someone bluffing their way onto your friends list. **KNOW** who you're sharing your information with.
- **Verify links, attachments, downloads, emails, anything sent to you.**
  - Even your trusted friends could've had their accounts hacked. Don't wire that "emergency money" until you can voice-verify.

- Read up on the security tips and instructions provided by the Social Network itself, as well as what trusted security professionals and sources have to say.
- Investigate exactly **what information any third-party add-ons, games, extensions, etc. will be privy to.**
  - Does that poker game REALLY need access to your contacts list?
- Read up on the security tips and instructions provided by the Social Network itself, as well as what trusted security professionals and sources have to say.

### Don't

- Give away your password or use the same password for any other services.
  - If a leak at Facebook causes your password to become public, you don't want a hacker being able to use that same password to log into your Gmail etc.
- Put in any more information than you absolutely have to.
  - You should never put in more information about yourself than absolutely necessary. Hackers, scammers, stalkers all use that information to do anything from guess answers to your security-questions, to impersonating you when trying to scam another user.
  - On that same note, be careful how much live information you're putting out there. Don't advertise when you're going on vacation, when your possessions might be left unattended, that super expensive thing you just left the store with, etc.

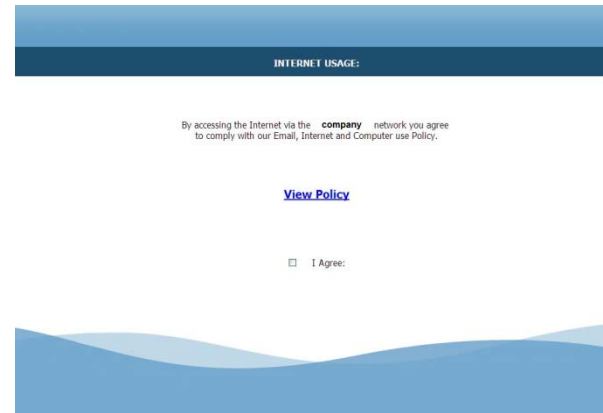
- Also be aware of auto-geotagging. Some services will automatically tag your status updates with GPS information. If you don't want everyone to know where you are, make sure your social networking service doesn't turn on this "feature" for your "convenience" automatically.
- Upload anything you wouldn't want **everyone** to see.
  - Assume that anything you put up will be revealed to the internet at large at some point, whether through hack, leak, or privacy policy change.
  - Nothing is ever really gone from the internet. Even if you delete a picture from your account, it's still sitting on Facebook's server somewhere.
  - In a professional setting, be mindful of inadvertently letting slip sensitive information that could harm your company or get you fired (new security software, procedures, etc).

### Using social media for networking and campaigning

#### Employers monitoring email, internet and phone use

Your employer has no legal obligation to allow you to use the phone, email or the internet for personal reasons. However, good employers trust staff with some private use of the phone, internet and email as long as this does not interfere with their work.

To comply with data protection law, your employer must tell you of any plans to monitor email or internet use, and the reasons for doing so. Simply telling you, for example, that your emails may be monitored is not enough. You should be left with a clear understanding of when information about you is being obtained, why it is being obtained, how it will be used and who will have access to it.



Your employer has the right to access your email inbox or voicemail while you are away from work to deal with any business communications in your absence, so long as you have been told that this will happen. But your employer should take care not to access communications that are clearly non-business related.

Make sure you've read and understood your employer's policy on email and internet use. **If your employer does not have a policy, do not assume that your emails and use of the internet are not being monitored.** Ask your manager to clarify what personal use of the internet and email is permitted.

A good policy will:

- Make clear the extent and type of private use allowed - for example, restrictions on overseas phone calls or limits on the size or type of email attachments

- Specify clearly any restrictions on internet material that can be viewed or copied. A simple ban on “offensive material” is unlikely to be clear enough for workers to know exactly what is and is not allowed. Employers should at least give examples of the sort of material that is considered offensive, for example material containing racist terminology or images of nudity.
- Spell out any restrictions on what can be sent, for example bans on sending or receiving sexually explicit material and bans on offensive statements based on race, sex, sexuality, disability, age, or religion
- Lay down clear rules regarding personal use of communications equipment when used from home
- Explain the reasons for any monitoring, its extent and how it is being done
- Outline how the policy is enforced and the penalties for breaching it

Employers may be concerned that email sent from their domain (the part after the @ sign in your email address) might appear to be an official communication from them. In this case, and to avoid difficulties in general, it might be sensible to use another email account that you can use via the web for personal email.

And, of course, you can take this with you if you change jobs.



# Example of a social media, internet, email and IT use Company policy

At this company, we are proud of our strong commitment to having high ethical standards in the way that we work.

## **Our policy position:**

We regard our information assets as significant and valuable resources, critical to the security and success of our business. The purpose of this policy is to make it clear what we must all do or not do when using computer systems, email, social media and the internet across .

Social media is increasingly being used by everyone, including by your company as a business tool.

All employees should be mindful of the information they disclose through emails and social networking sites. When you associate yourself with your company it is important that you act in a positive way. You have a responsibility not to post anything that brings your company into disrepute, either from the content or the language used.

Employees are not to use email, social media and the internet to harass, threaten, libel, slander, disparage or discriminate against co-workers, managers, customers, contractors, suppliers or anyone else associated with your company. Please remember the impact your comments could have on other people.

## **The role of everyone in this company**

We all have a part to play in ensuring that we abide by this policy, no matter what our role in the company. We must all:

- Only use our own usernames and passwords and ensure those are not shared to protect against misuse.
- You must not re-use your company login or password to access other internet sites or systems as this is an IT security risk.
- Not attempt to access any computer system without permission.
- Not communicate any confidential information via the computer system that you know or suspect would breach our security policy.
- Never purposely do anything which might lead to the destruction or damage of our computer systems, affect its performance, divert resources, circumvent controls or introduce viruses\* or malicious software.
- Never attempt to bypass or disable our system security controls, such as firewalls\*\* and anti-virus measures.
- Be aware that the use of our systems may be monitored or recorded in accordance with the law.
- Seek guidance from our line manager if unsure of the meaning of any of the terms used in this policy.
- Never breach copyright or licence.
- Do not bring the company into disrepute.

## Using email and internet:

In terms of using email, you must:

- Not auto-forward email from company email accounts to any other non-company email account, such as Google mail or MSN.
- Not send unsolicited messages, including junk mail or other advertising material, to colleagues or contacts who do not specifically ask for it. Not produce or publish content containing offensive comments or images about race, gender, sexual orientation, pornography, religious or political beliefs, nationality or disability or any other content you know or suspect to be unacceptable or illegal.
- Not send sensitive, personal or confidential information which is unprotected over public networks, such as the internet, or give details of that information to others who do not need or should not know about it.
- Not open email or attachments from unknown or suspicious sources so we can protect our systems from software viruses.
- Report any SPAM email.
- Only use the internet for business purposes. We do allow limited personal use (a total of 30 minutes per working day or shift) during breaks and within normal working hours provided that this does not interfere with your job. Personal use of the internet outside normal working hours is allowed. All use of the internet must be in line with the other requirements of this policy.
- Not use internet services to download videos, streaming media, images, games, music, radio or software except for authorised business purposes and it is your responsibility to ensure there is no breach of copyright or licence.
- Blogging, WIKIS, news sites, forums and social networking sites:
  - It is important to remember that you should not say anything on-line that you would not say in person.
  - We have policies in place if you have issues that you wish to raise with the company.
  - You should not post, repost or circulate comments or media files (images/videos etc) that could bring the company into disrepute or cause offence to our employees, customers or stakeholders.
  - Remember that these are personal, online conversations and, therefore, you are personally responsible for your postings. Always be mindful that what you write will be public for a very long time. If your postings are in the public domain, the company may be able to identify you and your comments.

In work:

Blogging, wikis, forums or social networking sites, such as Facebook, Twitter or LinkedIn any other form of online communication are not formal business communications, unless this is an agreed part of your role at this company. Using social media in the company for personal use must also be within the 30 minutes maximum allowed in terms of use of the internet, as mentioned earlier in this policy.

The company accepts that you may want to use your own devices, such as palm-top or hand-held, to access social media sites while at work. This usage must be limited to your break times and should not interfere with your job. The guidelines above apply when attributing yourself to the company while using your personal devices.

## **Outside work:**

The company understands that some employees will use social media applications, including social media networking, outside work. However, you should take all reasonable precautions to ensure the following:

- That company documentation, confidential information, logos, pictures or other material must not be posted, reposted or circulated on a social media application.
- Pictures, details or references to customers or to employees in the workplace should not be placed on social media applications unless this is an agreed part of your role at this company.

## **You must:**

- Include a visible disclaimer - these are my personal views and not those of the company - if your site makes it clear that you work for this company.
- Respect your audience - don't use ethnic, sexist, religious, political, homophobic or other slurs including those relating to nationality or disability, personal insults or obscenities. Show proper consideration for others' privacy and topics which may be considered inflammatory, such as politics and religion.
- Be the first to correct your own mistakes.
- Try to add value by providing worthwhile information and perspective.
- Always respect copyright.
- Never provide information about this company or any other companies which is confidential.
- Never reference customers, clients, partners or suppliers without their approval.

## **Reporting security incidents:**

All reported security incidents or breach of this policy will be looked into. If you know or suspect that a breach of security in relation to our computer systems:

- You must report it immediately to your line manager.
- or major breaches of security must immediately be reported to the Head of Security or Head of Information Security, who may take charge of the investigations or direct what action needs to be taken.

## **Who does this policy apply to?**

This policy applies to everybody, across every area of our company. Everybody working for or on behalf of this company must comply and failure to do so may result in disciplinary action being taken. This could lead to dismissal or possibly civil or criminal prosecution in serious cases.

**\* Related Policy Documents:** IT Security, Esteem in the Workplace, Grievance, Disciplinary, Whistleblowing



THE MOST EXPERIENCED  
TRADE UNION FIRM IN THE UK

## Facebook views; a case study

7th March 2013 - LELR Weekly Issue 309

The growing use of social media has inevitably raised questions about whether employees who post their political or religious views on their Facebook page can be found to have brought their employer into disrepute. In **Smith v Trafford Housing Trust**, the High Court said that as Mr Smith's page was clearly for expressing his personal and social views, his employer was guilty of wrongful dismissal when they demoted him for expressing his views on gay marriage.

### Basic facts

On 13 February 2011 Mr Smith, a practising Christian and occasional lay preacher, posted a link to a BBC news website article headed: “Gay church ‘marriages’ set to get the go ahead” on his Facebook wall page. He then added the comment: “an equality too far”. In response to a work colleague’s question about whether that meant he didn’t approve, he expanded on his original comment at greater length.

On 17 February Mr Smith was suspended from work on full pay for making the comments and after a disciplinary hearing in March, was told that he was guilty of gross misconduct. However, because of his long service, he was demoted to a non-managerial post as opposed to being dismissed which resulted in a 40 per cent cut in his pay.

He issued a claim for breach of contract in the High Court and continued to work under protest in the new job. The Trust argued, among other things, that by posting the comments on his page which identified him as one of its managers, he was in breach of its code of conduct for employees and its equal opportunities policy.

### High Court decision

The High Court agreed with Mr Smith that his demotion was a breach of contract. First of all, his page was clearly non-work related. Although he identified himself as a manager at the Trust, it was obvious that he used it for expressing his personal and social, rather than work-related, information and views.

Nor had his views brought the Trust into disrepute. The Trust prided itself on encouraging diversity both among its customers and its employees and that inevitably involved employing people with widely different religious and political beliefs and views, some of which, however moderately expressed, might offend people who held the opposite views.

The judge could not see how Mr Smith's "moderate expression" of his particular views about gay marriage in church, on his personal Facebook wall at a weekend out of working hours, could sensibly lead any reasonable reader to think worse of the Trust for having employed him as a manager.

Nor had he breached his employer's code of conduct which prohibited the promotion of political or religious views. Although 45 work colleagues were listed as friends on his Facebook page, it was still not sufficiently work-related to have violated the code. It would be different if he had sent a targeted e-mail to work colleagues promoting his political or religious views from home in the evening, but he had not done that.

It was irrelevant that postings on Mr Smith's wall would appear automatically on the newsfeed of his friends' Facebook pages, as that was their choice, when they made him one of their Facebook friends. He was in principle free to express his religious and political views on his Facebook page, provided he acted lawfully, and it was for the recipients to choose whether or not to receive them.



Mr Smith's postings on gay marriage were not, viewed objectively, judgmental, disrespectful or liable to cause upset or offence and nor was the way in which he chose to express those views.

However, the judge then held that by virtue of continuing to work for the Trust in a non-managerial role, the original contract had come to an end and the Trust was guilty only of wrongful dismissal. The damages were therefore limited to the financial loss during the contractual notice period which was just £98 - the difference between his earnings in the two jobs for the 12 weeks' notice period.

# Workshop 13

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campaigning**

Close