

# Social Media Policies:

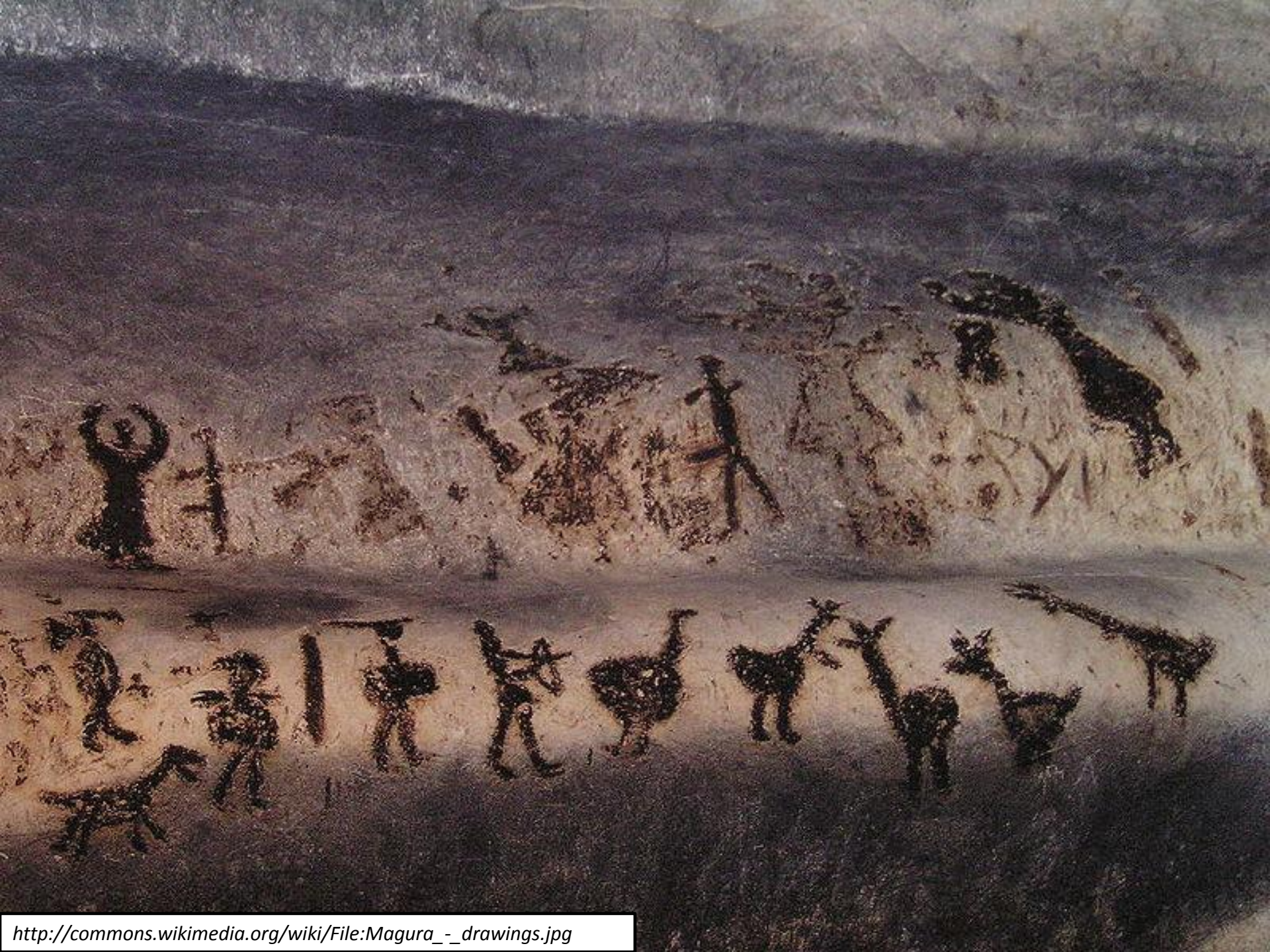
**Crafting a Uniform Policy Across  
your Organization  
and Enforcing It**

CORPORATE COUNSEL PRESENTS:

**VIRTUAL**  
CORPORATE COUNSEL **FORUM**

September 30, 2010

An **ALM** Event



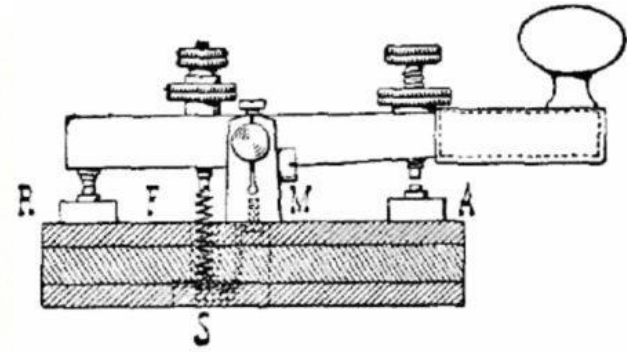
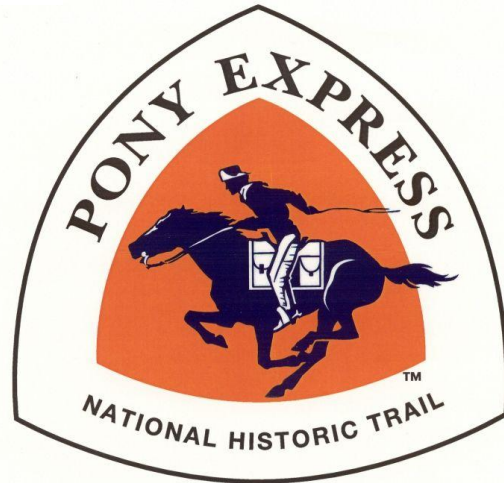
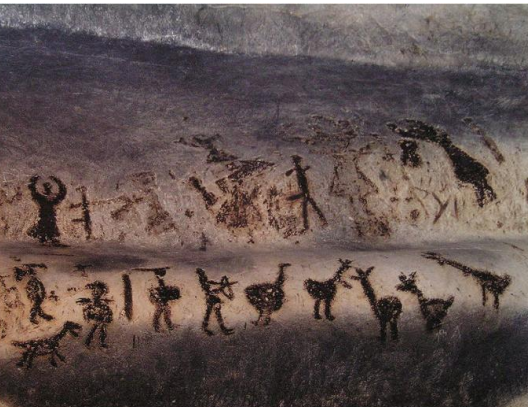


FIG. 6





By Ludwig Gatzke <http://flickr.com/photos/stabilo-boss>

# Types of Social Media

**Communication:**



twitter



**Networking:**



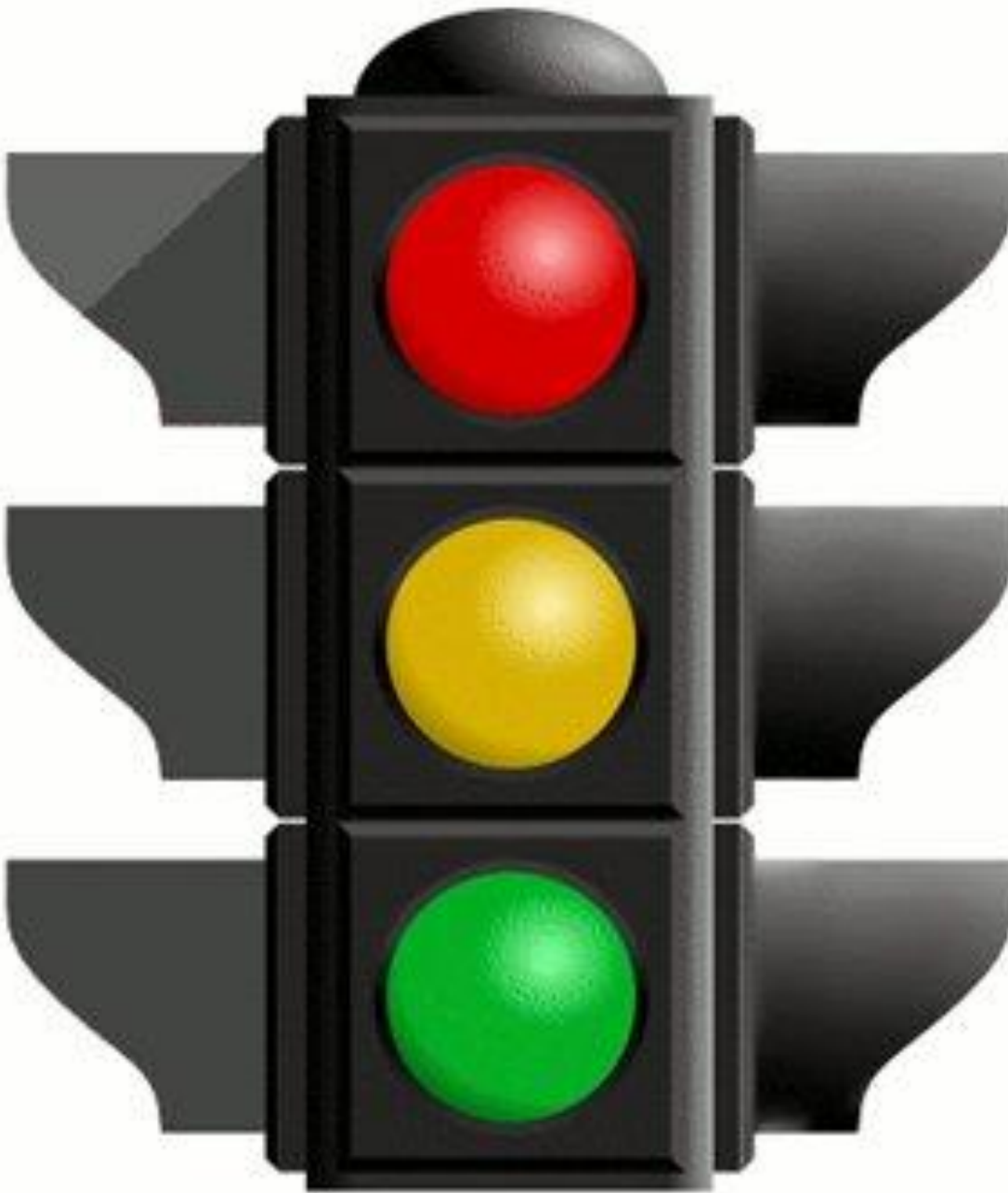
**Collaboration:**



PBWORKS

**User-Generated:**



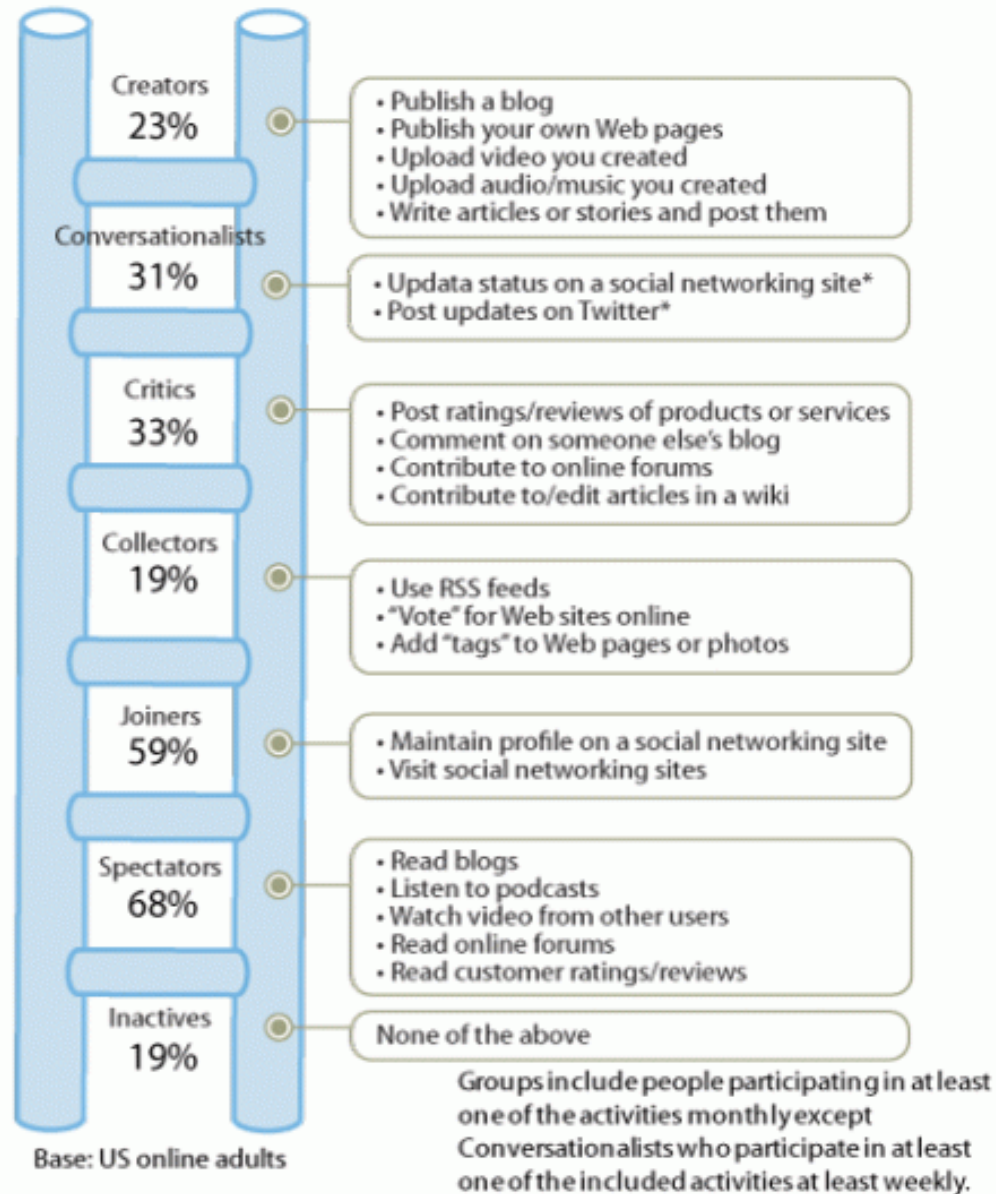


Block and  
Deter

Neutral

Actively  
Engage

# The Social Technographics® Ladder



Source: North American Technographics® Online Benchmark Survey, Q2 2010 (US)

Source: Forrester Research, Inc.

# Ability to Damage



74% of employees surveyed say it's easy to damage a company's reputation on social media.

**Deloitte.**



# Office Gossip



██████████ OMG I HATE MY JOB!! My boss is a total pervy wanker always making me do shit stuff just to piss me off!! WANKER!

Yesterday at 18:03 · [Comment](#) · [Like](#)



██████████ Hi ██████████, i guess you forgot about adding me on here?

Firstly, don't flatter yourself. Secondly, you've worked here 5 months and didn't work out that i'm gay? I know i don't prance around the office like a queen, but it's not exactly a secret. Thirdly, that 'shit stuff' is called your 'job', you know, what i pay you to do. But the fact that you seem able to fuck-up the simplest of tasks might contribute to how you feel about it. And lastly, you also seem to have forgotten that you have 2 weeks left on your 6 month trial period. Don't bother coming in tomorrow. I'll pop your P45 in the post, and you can come in whenever you like to pick up any stuff you've left here. And yes, i'm serious.

Yesterday at 22:53

Write a comment...

# Regulatory Frameworks





[Billing Code: 6750-01S]

**FEDERAL TRADE COMMISSION**  
**16 CFR Part 255**

**Guides Concerning the Use of**  
**Endorsements and Testimonials in Advertising**

**AGENCY:** Federal Trade Commission.

**ACTION:** Notice of adoption of revised Guides.

**EFFECTIVE DATE:** December 1, 2009.

**SUMMARY:** The Federal Trade Commission (“FTC” or “Commission”) is adopting revised Guides Concerning the Use of Endorsements and Testimonials in Advertising (“the Guides”).

The revised Guides include additional changes not incorporated in the proposed revisions



UNITED STATES OF AMERICA  
**FEDERAL TRADE COMMISSION**  
WASHINGTON, D.C. 20580

Division of Advertising Practices

April 20, 2010

**VIA ELECTRONIC MAIL AND FEDERAL EXPRESS**

Kenneth A. Plevan, Esq.  
Skadden, Arps, Slate, Meagher & Flom LLP  
Four Times Square  
New York, NY 10036-6522

Re: *AnnTaylor Stores Corp.*, File No. 102-3147

Dear Mr. Plevan:

As you know, the staff of the Federal Trade Commission's Division of Advertising Practices has conducted an investigation into whether your client, AnnTaylor Stores

**UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION**

---

**In the Matter of**

**REVERB COMMUNICATIONS, INC.,  
a corporation, and**

**TRACIE SNITKER,  
individually and  
as an officer and director  
of the corporation.**

---

)  
)  
) **FILE NO. 092-3199**

)  
) **AGREEMENT CONTAINING  
CONSENT ORDER**  
)  
)  
)  
)

The Federal Trade Commission (“Commission”) has conducted an investigation of certain acts and practices of Reverb Communications, Inc., a corporation, and its officer and director, Tracie Snitker (“proposed respondents”). Proposed respondents, having been represented by counsel, are willing to enter into an agreement containing a consent order resolving the allegations contained in the attached draft complaint. Therefore,

# Public Companies





# **SECURITIES AND EXCHANGE COMMISSION**

**17 CFR Parts 241 and 271**

**[Release Nos. 34-58288, IC-28351; File No. S7-23-08]**

## **COMMISSION GUIDANCE ON THE USE OF COMPANY WEB SITES**

**AGENCY:** Securities and Exchange Commission.

**ACTION:** Interpretation; solicitation of comment.

**SUMMARY:** We are publishing this interpretive release to provide guidance regarding the use of company web sites under the Exchange Act and the antifraud provisions of the federal securities laws. We are soliciting comment on issues relating to company use of technology generally in providing information to investors.

**DATES:** Effective Date: August 7, 2008.

Industry Specific

The FINRA logo features the word "FINRA" in a bold, blue, sans-serif font. To the right of the text is a stylized blue graphic consisting of a grid of lines that forms a downward-pointing triangle, with the lines becoming more densely packed towards the bottom tip.

**FINRA**

**Regulatory Notice**

**10-06**

# **Social Media Web Sites**

**Guidance on Blogs and Social Networking Web Sites**



- Advertisement
- Sales Literature
- Correspondence
- Institutional Sales Material
- Public Appearances

# Recommendations

## search

## recent posts

Follow Companies on LinkedIn for more personalized career insights  
*September 28, 2010*

**NEW!**

Connecting professionals, LinkedIn and Windows Live  
*September 23, 2010*

**NEW!**

Use Janrain Engage to connect your website to over 75 million professionals active on LinkedIn  
*September 14, 2010*

**NEW!**

LinkedIn for iPhone 3.2: Where Are They Now?  
*August 20, 2010*

**NEW!**



[Follow LinkedIn on twitter](#)

## subscribe



[LinkedIn blog feed](#)

*Or get new posts through email*

« [How LinkedIn helps me close deals and market myself better](#)

[The White House reaches out to the small business community on LinkedIn](#) »

## Recommendations and the Reputation Economy

[Adam Nash](#)  July 23rd, 2009



Whether or not we realize it, we all live and work in a networked world. Reputations matter. Relationships matter. Information is bombarding us from a rapidly swelling variety of sources, with increasing frequency and variability in terms of quality. Interestingly, people are managing this incredible increase in complexity with habits and business practices that date back decades, if not centuries.

### They consider the source. They consider the context.

Fortunately, in the 21st century, with the birth of the social web, we have tools at our disposal that are orders of magnitude more powerful than we have ever had as individuals or as a society. To quote David Weinberger from his recent talk at PDF09, **Transparency is the New Objectivity:**

“

*What we used to believe because we thought the author was objective we now believe because we can see through the author's writings to the sources and values that brought her to that position. Transparency gives the reader information by which she can undo some of the unintended effects of the ever-present biases. Transparency brings us to reliability the way objectivity used to.*

*This change is, well, epochal.*

David is talking about journalism, but his insights are at the heart of why LinkedIn is such a powerful concept. On LinkedIn, the skills that you've spent your career obtaining, the experience that you've earned, the trusted relationships that you've formed – they are all made largely transparent. Your professional reputation and relationships matter – and not just to you. That value extends far beyond your profile itself – it carries over to every interaction, every message, and every piece of contributed content.

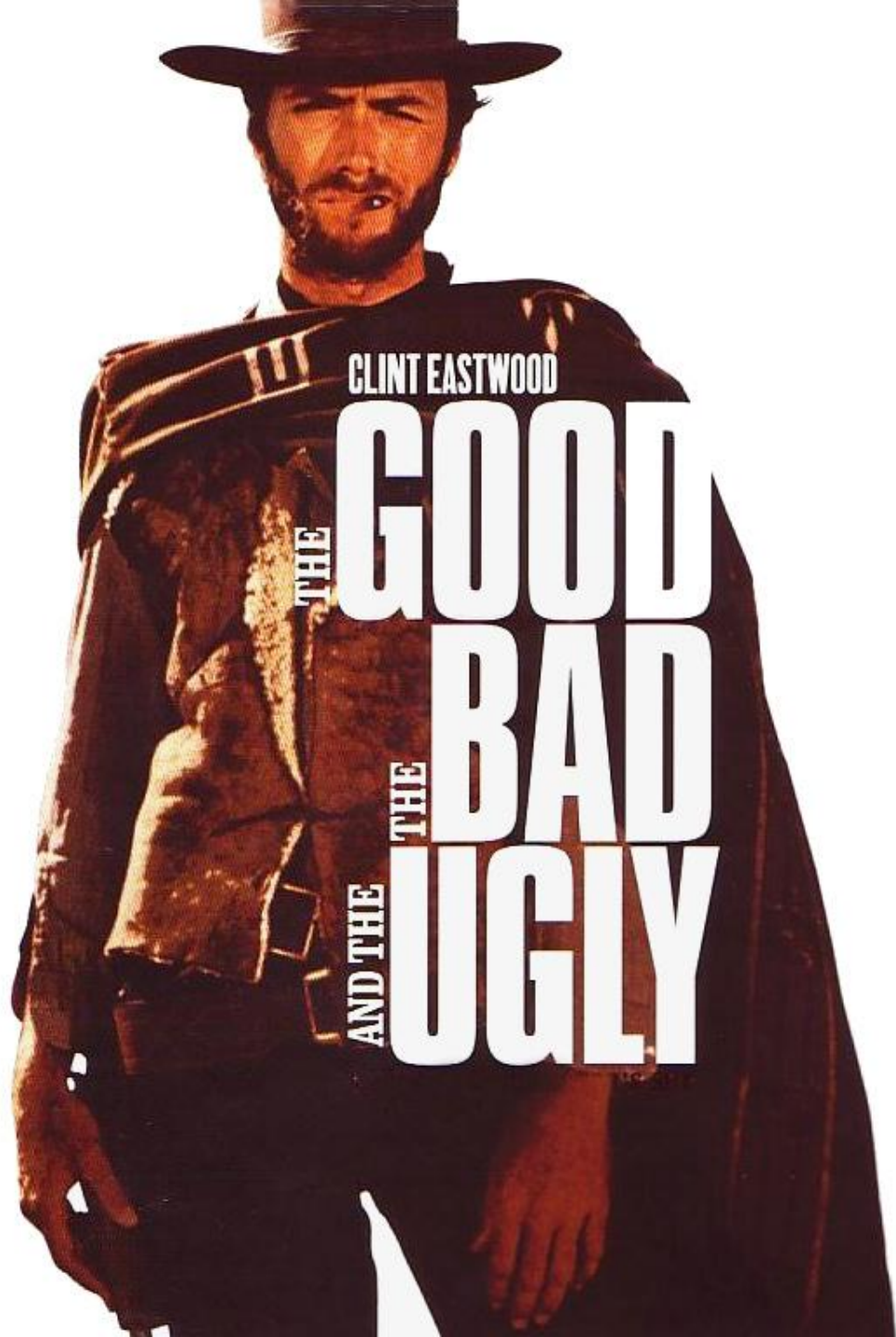
**UNFAIR**

**TO ORGANIZED LABOR**

**LOCAL 6 - I.L.W.U.**

# Monitoring





CLINT EASTWOOD

THE GOOD  
AND THE BAD  
AND THE UGLY

THE

THE

AND THE

# Compliance Building

Doug Cornelius on compliance and business ethics

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## Latest Story

# New York Stock Exchange and Corporate Governance

Tuesday, September 28th, 2010 at 8:00 am

Last week, the NYSE Euronext released the final report of the NYSE-sponsored Commission on Corporate Governance. The report identified 10 core governance principles. They cover the scope of the board's authority, management's responsibility for governance and the relationship between shareholders' trading activities, voting decisions and governance. The Commission on Corporate Governance was established in the... » [Read More](#)



## SEARCH FOR STUFF

## RECENT POSTS

[New York Stock Exchange and Corporate Governance](#)  
[Katy Perry and Compliance](#)  
[100 Best Legal Blogs](#)  
[Compliance Bits and Pieces for September 24](#)  
[The Most Influential People in Corporate Governance](#)

## Katy Perry and Compliance

Monday, September 27th, 2010 at 8:00 am



Katy Perry just wanted to play dress-up. Elmo ran away. Just

## 100 Best Legal Blogs

Saturday, September 25th, 2010 at 8:20 am



hate that term ) They would like your advice

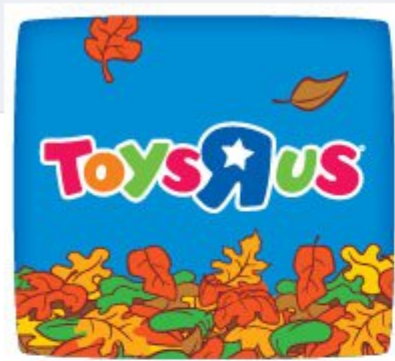
The ABA Journal is compiling its annual list of 100 best legal blogs (They use "blawgs." I

## SOCIAL MEDIA

My social media policies database is available to you.



JUMP OUT



FeatuRed Fan!



Add to My Page's Favorites  
Suggest to Friends

Welcome to the Toys"R"Us U.S. Facebook Page  
Toys"R"Us, Inc. is the world's leading dedicated toy and baby products retailer, offering a differentiated

### Toys "R" Us Like

- Wall
- Info
- Featured Fan
- Events
- UNICEF
- SONY Move
- >>

- Toys "R" Us + Others
- Just Toys "R" Us**
- Just Others



**Toys "R" Us** Let the Halloween countdown begin! In just 33 days, spooky monsters and pretty princesses will knock on your door in search of sweet treats. Still looking for your perfect Halloween ensemble? Visit Toysrus.com to save up to 30% on all Halloween costumes, including those for kids and adults. Sale is valid online only at Toysrus.com through October 2.

#### Halloween Costumes at Toys"R"Us

[www.toysrus.com](http://www.toysrus.com)

📅 20 hours ago · Share · Flag

👍 259 people like this.

💬 View all 68 comments



**Toys "R" Us** Who is your favorite Looney Tunes character?



- 1: Daffy Duck
- 2: Bugs Bunny
- 3: Tweety Bird
- 4: Sylvester
- 5: Foghorn Leghorn
- 6: Roadrunner
- 7: Wile E. Coyote
- 8: Other

📅 Monday at 5:33pm via Polls for Pages · Flag

👍 143 people like this.

💬 View all 404 comments



**Toys "R" Us** From Super Mario Bros. to Super Mario Galaxy, everyone's favorite plumber, Mario has been making us smile for 25 years! Celebrate Mario's 25th birthday at Toys"R"Us with deals on video games, outdoor play items, action figures, dolls and more in-store and online now through October 2. So, what's your favorite Mario game?

#### Mario's 25th Birthday Sale At Toys"R"Us

[www.toysrus.com](http://www.toysrus.com)

Create an Ad

**Facebook Pages**

Facebook Pages help you discover new artists, businesses, and brands as well as connect with those you already love.

More Ads



# Doug Cornelius

That's you! [Lists](#)

Your lists: [geekdad-contributors](#)

## Shared: Perfect Boston Winter Bike <http://bit.ly/baqeJO>

35 minutes ago via twitterfeed

Shared: Project Intrepid: A 23-Foot Lego Aircraft Carrier <http://bit.ly/BYOKHy>

about 3 hours ago via twitterfeed

New Blog Post: Virtual Corporate Counsel Forum: Social Media Policies <http://bit.ly/dpi1cA>

about 5 hours ago via twitterfeed

Standing on Top of the Hub at the Prudential's Skywalk <http://bit.ly/cVlxBq>

about 19 hours ago via twitterfeed

Shared: A Tale of Two Strategies for SOX Compliance <http://bit.ly/d2Cylr>

about 19 hours ago via twitterfeed

@jackvinson Of the 1400+ in my freshman class, less than 900 graduated from Brockton High.

about 20 hours ago via TweetDeck in reply to jackvinson

"In Massachusetts, Brockton High Becomes Success Story" <http://nyti.ms/bKGHqo> I guess that means there's more reading and less stabbing. #FB

9:43 AM Sep 28th via HootSuite

LEGO KidsFest in Boston <http://bit.ly/b7boVa>

6:03 PM Sep 27th via twitterfeed

Web <http://www.compli...>

**Bio** Chief Compliance Officer for a real estate private equity company, trying to stay in touch and up to date with the world. GeekDad. BikeGeek.

1,733 following 2,780 followers 190 listed

Tweets 6,844

Favorites

Lists

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[olympics](#)

[st-joe-mo](#)

[boston-news](#)

[hollywood](#)

[legal-press](#)

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Following

[thebriberyact.com](#)

Michael Chiklis GeekMom

TiVo

Dee Bradley Baker

Mark

K

[View all...](#)

[RSS feed of Doug Cornelius's tweets](#)

What's happening?

Text input field for tweeting

36 minutes ago

Tweet

Real-time results for toys r us



WSPA7 Get A Seasonal Job With Old Navy, Toys R Us, Best Buy: While the nation and parts of the Carolinas are reeling fro... http://bit.ly/9OpLJw

half a minute ago via twitterfeed



bpm8 How to save money at Toys "R" Us http://dld.bz/scRe

2 minutes ago via SocialOomph



tmander Kids toys are so much cooler then they used to be (@ Toys R Us) http://4sq.com/bwvDGO

3 minutes ago via foursquare



tigossipdesk 'Toys R Us' is hiring 45,000 people for the upcoming holiday season - http://bit.ly/ceSLQd

3 minutes ago via Thaindian News



prncez7 Just spent \$400 in Toys R Us in one hour.....that store is a trap.

4 minutes ago via twidroid



AUTOXL So why doesn't the Toys R Us in Bowie have a phone number?

4 minutes ago via web from Washington, DC



LiveFabuLESS Toys R Us: PRINTABLE \$5 off \$25 (some



DougCornelius 6,844 tweets

1,733 following 2,780 followers 190 listed

Who to follow

Seyfarth Shaw Seyfarth Shaw LLP Follow

board\_member Board Member Follow

view all

Home

@DougCornelius

Direct Messages

Favorites

Retweets

toys r us

Saved Searches

dougcornelius

doug cornelius

#e2conf

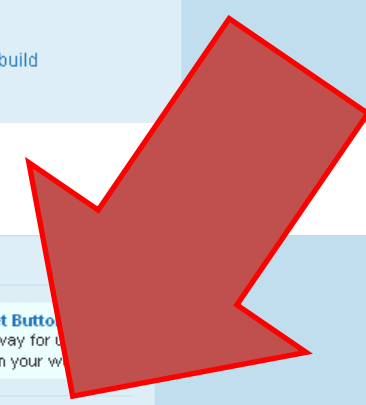
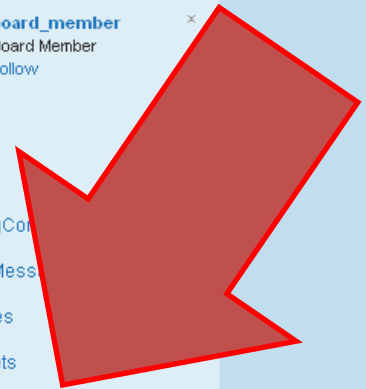
compliancebuild

geekdad

Following

Twitter Tweet Button the easiest way for you to share links from your website

RSS feed for this query



[Companies](#) *BETA* > ALM


ALM, an integrated media company, is a leading provider of specialized business news and information, focused primarily on the legal and commercial real estate sectors. ALM's market-leading brands include The American Lawyer, Corporate Counsel, GlobeSt.com, Insight Conferences, RealShare Conference

... [more](#)

ALM has **427** followers

☆ [Follow ALM](#)

How you're connected to **ALM**

0 **1st** Connections

68 **2nd** Employees in your network

383 Employees on LinkedIn

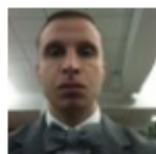


[Check out insightful statistics about ALM employees >](#)

Your Network (68)

New Hires (5)

Employees (383)



Director Sales

[Charles Calelo](#)

Came from...

**Fortser Long Inc**, Director of National Accounts



Project Manager, Directories

[Milagros Pelaez](#)

Came from...

**ALM Media**, Sales Assistant



Sales Assistant, Custom Projects

[Jennifer Gallagher](#)

Came from...

**Big Cheese Magazine**, Marketing/Editorial Intern



Director, Creative Services

[Howard Beaver](#)

Came from...

**The McGraw Hill Companies**, Consultant



Director, Inside Sales

Get a free copy of:  
"How to Keep the Keepers  
and Maintain Optimal  
Turnover Levels"

DOWNLOAD NOW

**TriNet**   
Ambitions realized™

ALM mentioned in the News

[Fans delighted by police approach](#)

BBC News, Sep 23, 2010




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People ▾



Advanced

## People

[Go back to Profile](#) ⏪Kevin O'Keefe   

Recognized authority on the use of blogs and other social media for professional and business development.

Greater Seattle Area | [Online Media](#)[+ Send a message](#)[+ Recommend this person](#)[+ Forward this profile to a connection](#)[+ Find references](#)

## Kevin's Activity

**Kevin O'Keefe** posted [Want a roundtable on blogging and social media at your New York City or Cleveland law firm next week?](#) to Real Lawyers Have Blogs via [LexBlog](#).

20 hours ago

**Kevin O'Keefe** posted [Influence in social media is not a numbers game](#) to Real Lawyers Have Blogs via [LexBlog](#).

2 days ago

**Kevin O'Keefe** is now connected to [Lisa DiMonte](#)

4 days ago

**Kevin O'Keefe** posted [Twitter is something](#) to Real Lawyers Have Blogs via [LexBlog](#).

4 days ago

**Kevin O'Keefe** posted [Become a thought leader through blogging for effective PR and marketing](#) to Real Lawyers Have Blogs via [LexBlog](#).

5 days ago

**Kevin O'Keefe** posted [Twitter success awaits sawy lawyers](#) to Real Lawyers Have Blogs via [LexBlog](#).

6 days ago

**Kevin O'Keefe** is now connected to [Matthew Kaufman](#), [Nichole Byers](#), and 3 other people.

6 days ago

Thousands  
more sign up  
every day.  
[Learn more.](#)

**From:** Lawyers & Legal Professionals using JD Supra Group Members <[group-digests@linkedin.com](mailto:group-digests@linkedin.com)>

**Date:** September 28, 2010 3:15:34 PM EDT

**To:** Doug Cornelius <[doug@dougcornelius.com](mailto:doug@dougcornelius.com)>

**Subject:** From William Pfeifer and other Lawyers & Legal Professionals using JD Supra group members on LinkedIn

LinkedIn Groups

September 28, 2010

## Lawyers & Legal Professionals using JD Supra

Latest: [3 discussions](#)

### Discussions (3)

[Who are the Richest Lawyers in America?](#)

[Comment or flag »](#)

Started by William Pfeifer, Appellate Lawyer & Freelance Writer

[Need a Decision Tree & Short List of Key Topics for Your Next Workout? What would you add to this list, but still keep it short?](#)

[Comment or flag »](#)

Started by Keith Mullen, Shareholder at Winstead; Co-chair Financial Services Industry Group

[One Solo Lawyer's Reality | Law Practice Strategy](#)

[Comment or flag »](#)

Started by Donna Seyle, Founder/Consultant, Law Practice Strategy

### Latest News

[Securities Alert: Proxy Access Becomes a Reality](#)

[Comment or flag »](#)

[jdsupra.com](http://jdsupra.com) • September 28, 2010

Mintz Levin - Corporate Practice...

[Workers' Compensation: New Posting Requirements for California Employers](#)

[Comment or flag »](#)

[jdsupra.com](http://jdsupra.com) • September 28, 2010

Manatt Phelps & Phillips, LLP



Article [Discussion](#)[Read](#) [Edit](#) [View history](#) 

# ALM (company)

From Wikipedia, the free encyclopedia

**ALM**, formerly known as **American Lawyer Media**, is an [integrated media](#) company located in [New York City](#), and is a leading provider of specialized content focused primarily on the [legal](#) and [commercial real estate](#) sectors.<sup>[1]</sup> ALM owns and publishes 33 national and regional [magazines](#) and [newspapers](#), including *New York Law Journal*, *Corporate Counsel*, *The National Law Journal*, *The Legal Intelligencer*, *Legal Times* and *Real Estate Forum*.<sup>[2]</sup> The company also publishes [shows](#) for business leaders and the legal profession. Law Journal Press, ALM's professional book imprint, publishes over 130 treatises on a broad range of legal topics.

Other ALM businesses include newsletter publishing, court verdict and settlement reporting, production of professional educational seminars, and more.

ALM was formed by U.S. Equity Partners, L.P., a private equity fund sponsored by [Wasserstein & Co., L.P.](#)

In 2007, ALM was purchased by [Incisive Media](#) for US\$630 million.<sup>[2]</sup> In 2009, Incisive had to restructure the loan used to purchase ALM, and ALM was sold to a company, owned by the lenders and [Apax Partners](#).<sup>[3]</sup>

## References

- ↑ "Company Profile" [PDF](#). *ALM Press Room*. 2009. Retrieved 24 June 2010.
- ↑ ^ <sup>a</sup> ^ <sup>b</sup> Tryhorn, Chris (5 July 2007). "Incisive Media purchases US publisher ALM" [PDF](#). *The Guardian*. Retrieved 24 June 2010.
- ↑ Incisive Media (8 Sep 2009). "Incisive Media reaches agreement on refinancing of the Group" [PDF](#). Press release. Retrieved 24 June 2010.

## External links

- [Official website](#) [PDF](#)
- [Law.com](#) [PDF](#) - legal site
- [GlobeSt.com](#) [PDF](#) - real estate site

Categories: [Legal literature](#) | [Media in New York City](#) | [Publishing companies of the United States](#)



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The Free Encyclopedia

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Article Discussion

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# Revision history of ALM (company)

From Wikipedia, the free encyclopedia  
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For any version listed below, click on its date to view it. For more help, see [Help:Page history](#) and [Help:Edit summary](#).  
 External tools: [Revision history statistics](#) · [Revision history search](#) · [Number of watchers](#) · [Page view statistics](#)

(cur) = difference from current version, (prev) = difference from preceding version, m = minor edit, → = section edit, ← = automatic edit summary

- (cur | prev)  17:03, 27 September 2010 Shortride (talk | contribs) (2,283 bytes) (*Legal Times*) (undo)
- (cur | prev)  19:33, 24 June 2010 Funandtrl (talk | contribs) m (2,262 bytes) (*add info*) (undo)
- (cur | prev)  18:56, 24 June 2010 Funandtrl (talk | contribs) m (1,824 bytes) (*Adding category Category:Media in New York City (using*) (undo)
- (cur | prev)  13:48, 20 May 2010 Fyenatic london (talk | contribs) (1,788 bytes) (*add citations re Incisive*) (undo)
- (cur | prev)  19:15, 21 April 2010 98.221.87.22 (talk) (1,336 bytes) (undo)
- (cur | prev)  07:25, 6 March 2010 Shortride (talk | contribs) m (1,336 bytes) (*moved American Lawyer Media to ALM (company)*) (undo)
- (cur | prev)  15:26, 4 March 2010 65.217.206.6 (talk) (1,336 bytes) (undo)
- (cur | prev)  08:20, 6 October 2009 Cydebot (talk | contribs) m (1,224 bytes) (*Robot - Removing category Companies of the United States*) (*Wikipedia:Categories for discussion/Log/2009 September 16.*) (undo)
- (cur | prev)  19:16, 26 July 2009 Hmains (talk | contribs) (1,280 bytes) (*→External links: refine cat and or AWB general fixes using AWB*) (undo)
- (cur | prev)  22:22, 18 February 2009 65.217.206.6 (talk) (1,224 bytes) (undo)



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Article Discussion

# ALM (company)

From Wikipedia, the free encyclopedia  
(Difference between revisions)

Revision as of 19:33, 24 June 2010 (edit)  
Funandtrl (talk | contribs)  
m (add info)  
← Previous edit

Current revision as of 17:03, 27 September 2010 (edit) (undo)  
Shortride (talk | contribs)  
(Legal Times)

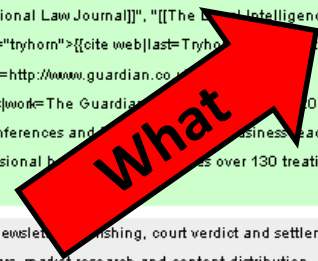
Line 1:

"ALM", formerly known as "American Lawyer Media", is an [[integrated media]] company located in [[New York City]], and is a leading provider of specialized business [[news]] and information, focused primarily on the [[law|legal]] and [[commercial real estate]] sectors.<ref>{{cite web|title=Company Profile|url=http://www.alm.com/pressroom/company-profile/|work=ALM Press Room|date=2009|accessdate=24 June 2010}}</ref> ALM owns and publishes 33 national and regional [[magazine]]s and [[newspaper]]s, including "[[The American Lawyer]]", the "[[New York Law Journal]]", "Corporate Counsel", "[[The National Law Journal]]", "[[The Legal Intelligence]]" and "Real Estate Forum".<ref name="tyhorn">{{cite web|last=Tyhorn|first=Chris|title=Incisive Media purchases US publisher ALM|url=http://www.guardian.co.uk/media/2007/jul/05/pressandpublishing.citynews|work=The Guardian|accessdate=24 June 2010|date=5 July 2007}}</ref> The company also produces conferences and [[trade show]]s for business leaders and the legal profession. Law Journal Press, ALM's professional book imprint, publishes over 130 treatises on a broad range of legal topics.

Other ALM businesses include newsletter publishing, court verdict and settlement reporting, production of professional educational seminars, market research and content distribution.

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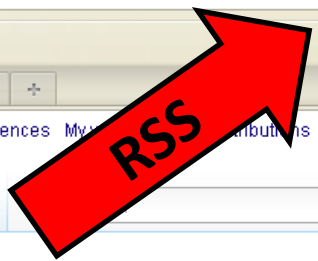
- Main page
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Article Discussion

Read Edit View history



# ALM (company)

From Wikipedia, the free encyclopedia  
(Difference between revisions)

**Revision as of 19:33, 24 June 2010 (edit)**  
 Funandtrl (talk | contribs)  
 m (add info)  
 ← Previous edit

**Current revision as of 17:03, 27 September 2010 (edit) (undo)**  
 Shortride (talk | contribs)  
 (Legal Times)

Line 1:

Line 1:

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# Monitoring Social Media

- **Register blogs**
- **Register Twitter**
- **Comments on your blog**
- **Comments on other blogs**
- **Wikipedia**
- **Google Searches**
- **Third party Vendors**

# Creating a Policy

# Basic Policy

Be professional, kind, discreet, authentic.  
Represent us well. Remember that you can't  
control it once you hit "update."

- Jay Shepherd



[http://www.gruntledemployees.com/gruntled\\_employees/2009/03/a-tweetable-twitter-policy.html](http://www.gruntledemployees.com/gruntled_employees/2009/03/a-tweetable-twitter-policy.html)

# Compliance Building

Doug Cornelius on compliance and business ethics

- HOME
- SUBSCRIBE
- ABOUT
- DISCLAIMERS
- ARCHIVES
- TWITTER
- BLOG ROLL

## Social Media Policies Database

Here is my collection social media policies. I initially gathered a big collection while trying to formulate my own policy. That collection grew over the years to include a variety of industries, types of companies (public or private), industry and approach to social media (proactive, prohibitive or neutral).

The collection began to get overwhelming so I decided to get it organized. I figured I would just share it and make it available. You can also use the underlying data in the [Google Docs Spreadsheet](#). The spreadsheet also has the date of the policy (if there is one).

Please let me know of other policies that are not in the list. I'm also willing to accept anonymous contributions. You can [add policies using this form](#).

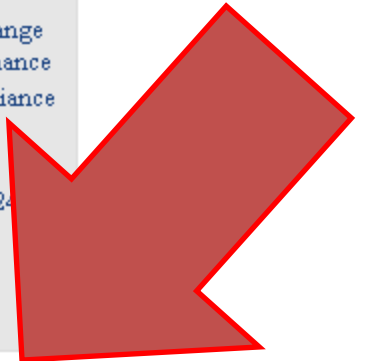
**Social media policies : from ComplianceBuilding.com**

[A collection from Compliance Building.com](#)

Company	Industry	Title	Link to Policy
American Institute of Architects	Professional services	Policy on Staff Use of Social Media	<a href="http://www.aia.org/about/Alv">http://www.aia.org/about/Alv</a>
American Red Cross	Non-profit	Online Communications Guidelines	<a href="http://docs.google.com/View?docid=df4n5v7k_98cfhgq=1#PERSONAL_COM">http://docs.google.com/View?docid=df4n5v7k_98cfhgq=1#PERSONAL_COM</a>
American Red Cross	Non-profit	Social Media Handbook for Local Red Cross Units	<a href="http://docs.google.com/View?docid=df4n5v7k_216c">http://docs.google.com/View?docid=df4n5v7k_216c</a>
Arlington, Virginia	Government	Social Media Policy and Guidelines	<a href="https://92445832388525975s-sites.googlegroups.com/sand-resources/Arlington%2CVA/socialmedi24ELJ6Zt2RqB3g1iNLFYaz%3D%3D&amp;attredirects=0">https://92445832388525975s-sites.googlegroups.com/sand-resources/Arlington%2CVA/socialmedi24ELJ6Zt2RqB3g1iNLFYaz%3D%3D&amp;attredirects=0</a>

SEARCH FOR STUFF

- RECENT POSTS
- New York Stock Exchange and Corporate Governance
  - Katy Perry and Compliance
  - 100 Best Legal Blogs
  - Compliance Bits and Pieces for September 24
  - The Most Influential People in Corporate Governance

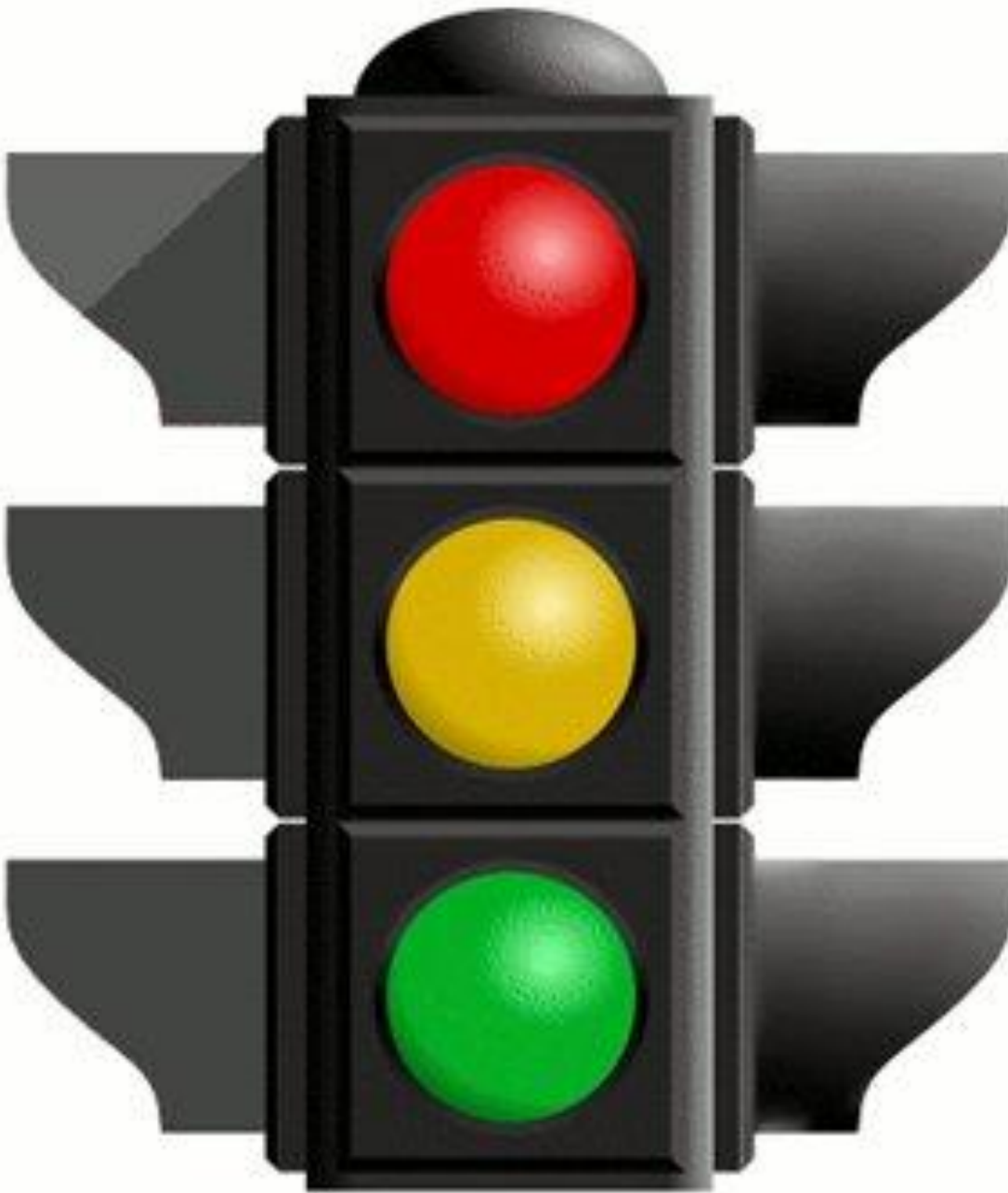


SOCIAL MEDIA

My social media policies database is available to you.

**186**  
**Examples**  
**in a**  
**variety of**  
**industries**





Block and  
Deter

Neutral

Actively  
Engage

# Blocking, Alone, is Not Effective



» Print

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# New password-stealing virus targets Facebook

Wed, Mar 17 2010

BOSTON (Reuters) - Hackers have flooded Internet with virus-tainted spam that targets Facebook's estimated 400 million user effort to steal banking passwords and sensitive information.

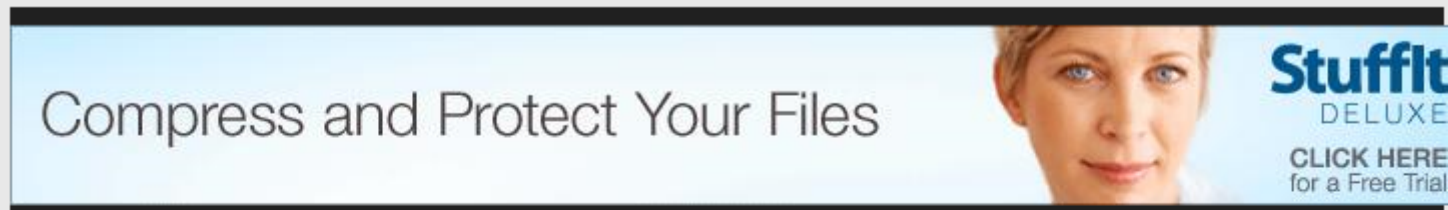
The emails tell recipients that the passwords for their Facebook accounts have been reset and ask them to click on an attachment to obtain new credentials, according to anti-virus software maker McAfee Inc.

If the attachment is opened, it downloads various types of malicious software, including a Trojan horse that steals passwords, McAfee said on Tuesday.

Hackers have long targeted Facebook and other social networking company's own internal email systems to spread their malicious software.

A Facebook spokesman said the company

## PCWorld



Compress and Protect Your Files

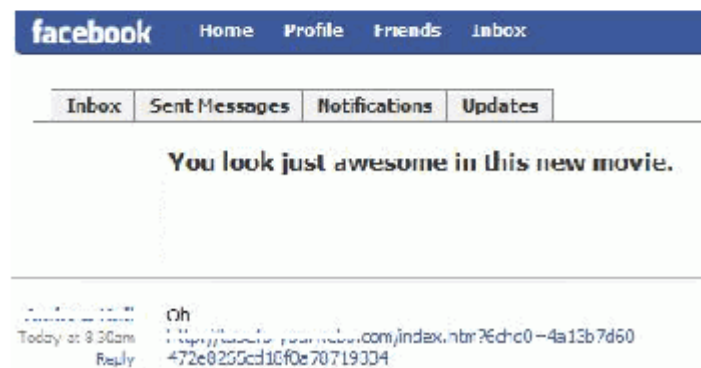
CLICK HERE for a Free Trial

## Facebook Virus Turns Your Computer into a Zombie

Beware the Koobface virus, with its guilty-pleasure come-on subject lines, which recruits you into a zombie army.

**Brennon Slattery**

Friday, December 05, 2008 08:02 AM PST



facebook Home Profile Friends Inbox

Inbox Sent Messages Notifications Updates

You look just awesome in this new movie.

Oh  
<http://www.facebook.com/index.htm?chc0=4a13b7d60472e8255cd1cf0e70719334>

Today at 9:30am  
 Reply

Hey, I have this hilarious video of you dancing. Your face is so red. You should check it out.

# Guidelines for Web 2.0

- **Maintain Confidentiality**
- **Securities laws**
- **Financial Performance**
- **Identify yourself**
- **Disclaimers**
- **Be respectful**
- **Anonymous Contributions**
- **Use of logos or service marks**
- **Copyright**

# Where to Find Doug

- [ComplianceBuilding.com](http://ComplianceBuilding.com)
- [LinkedIn.com/in/dougcornelius](https://www.linkedin.com/in/dougcornelius)
- [Twitter.com/DougCornelius](https://twitter.com/DougCornelius)