



The 2011

Social Media Strategies for HR Seminars

Leveraging Social Networks: Connecting with Employees and Legal Implications

April 12-13, 2011

The Conference Board Conference Center, New York City



- Recruiting through social networks and using social media to increase employee engagement
- Implementing and managing social networks to spur innovation and knowledge sharing
- The legal implications of social media in the workplace
- Developing a social media policy that is right for your company

Benefits of attending

April 12, 2011 – Social Media at Work

- How to increase employee engagement through the use of social networks
- Best ways to use social networks for recruiting and employer branding
- How social media has changed internal communication

April 13, 2011 – Employees, Social Networks and the Law

- Social media policies and procedures – dos and don'ts
- Responding to an employee-related social media crisis
- The legal implications of social media and the workforce

Who should attend

Senior HR executives, senior communication executives, in-house counsel and those responsible for social media, recruiting, employee engagement and internal communication

Partial listing of previous participants of the social media programs

Allstate Insurance Co.

American Express Company

Boehringer Ingelheim Pharmaceuticals

Colgate Palmolive Company

Deere & Company

Deloitte

Dr. Pepper Snapple Group, Inc.

Eastman Chemical Company

IBM Corporation

J.C. Penney Company, Inc.

MetLife, Inc.

Prudential

State Farm Insurance Companies

Texas Instruments Inc.



Tuesday, April 12, 2011

Social Media at Work

REGISTRATION AND CONTINENTAL BREAKFAST 8:30–9 AM

A 9–9:45 AM

Social Media Strategy and Alignment with Corporate Strategy

As companies strive to harness the power of social networks, many are trying to work out the best way to leverage these connections with stakeholders: customers, employees, investors, etc. How should companies leverage social media to connect with employees? What are the best ways to reinforce the alignment of social media activity with corporate strategy and values? What is the role of HR in the development and execution of the overall social media strategy?

Ben Brooks, Vice President and Practice Leader, Human Capital Performance, Marsh
Marcia Conner, co-author, *The New Social Learning: A Guide to Transforming Organizations Through Social Media*

B 9:45–10:30 AM

Communicating your Organization's Strategy via Social Media

Social media, when used as a tool for communicating with employees, can be very effective—especially when communicating complex concepts like corporate strategy. This session will present a case study of how the Mayo Clinic uses social media to present their corporate strategy to their employees and staff.

Linda Donlin, Manager, Public Affairs, Mayo Clinic

NETWORKING REFRESHMENT BREAK 10:30–10:45 AM

C 10:45–11:30 AM

It's 2011....Do you Know your Workforce?

The Employee Worldview as a Key to Stronger Engagement

Engaged workers represent a competitive advantage. The challenge begins with communicating effectively with the workforce allowing people to optimize their daily performance through dialogue, discussion, debate and knowledge transfer. However, are you communicating with a workforce that no longer exists? Given that people participate in new and varied conversations with each other, customers, prospects, and the general public, does your internal communications approach and system feed those discussions, impede them or ignore entirely? This session will review how best to analyze your workforce in terms of information and relationships. What are the best channels and strategies for using social networks to communicate with employees? How does leadership participate in this new dialogue? What's the optimum model?

Gary Grates, President and Global Managing Director
Edelman Change and Employee Engagement

Call Customer Service at 212 339 0345

D 11:30 AM–12:15 PM

Finding the Right People Recruiting through Social Networks

Recruiting via social networks has grown exponentially. Both candidates and prospective employers are now able to gather detailed information about each other (both good and bad). This session will focus on:

- Best practices and activities to avoid when looking for candidates through social networks
- Using employees to help with identifying candidates in social networks
- Streamlining processes to get to the right candidates

Johanna Danaher, Manager, Communications and Programs, Global Talent Acquisition
Pfizer

LUNCHEON 12:15–1 PM

E 1–1:45 PM

Developing an Internal Competency in Social Media

As the use of social media continues to develop and spread, organizations and key departments will have to train their employees develop a capability in using and managing social networks. This presentation will give insights and strategies for training staff in using social media resulting in greater job satisfaction, retention and contributing to overall employee development.

Paul Michaud, Senior Vice President, Social Media, **Citi**

F 1:45–3 PM

The Employer Brand in a Social World

As companies compete for top talent, the employer brand has become an important factor in attracting and retaining talent. In this session we will hear insights on:

- Promoting the employer brand through social media
- Using social networks to promote the employee value proposition
- Pros and cons of the CEO blog
- How social networks help organizations stay in touch with former employees, alumni and partners, among others

Deborah F. Compagner, Associate Director, Americas Communications & Marketing
Ernst & Young

Charlotte Jones, SPHR Manager, Strategic Branding & Recruiting, Talent Acquisition & Diversity, **Verizon**

Thea Randall, Account Manager, **TMP Worldwide**

NETWORKING REFRESHMENT BREAK 3–3:15 PM

G 3:15–4 PM

Social Innovation Leveraging Global Knowledge Sharing

Social networks are now widely used by organizations as forums for knowledge sharing, global team project management, innovation and overall information sharing. How have companies created internal networks that truly enhance knowledge sharing and innovation? How have they measured ROI? What are the best ways to protect corporate reputation and sensitive information?

Trisha McFarlane, Human Resources Business Partner, **St. Louis Children's Hospital** and author, *HR Ringleader* blog



H 4-4:45 PM

Building Engaged Employees through Brand-Defining Social Experiences

Learn how to create an employee engagement strategy that helps employees understand, embrace and live your brand so they become brand champions with your customers. In this session, you will look at employee engagement through the lens of your brand, learning how to build brand-defining social and digital experiences that help increase engagement, boost performance and inspire brand stewardship at every level in your company.

Jen Travis, Vice President, Online Brand Experience, **Parker LePla**

CONCLUSIONS 4:45-5 PM

Wednesday, April 13, 2011

Employees, Social Networking and the Law

REGISTRATION AND CONTINENTAL BREAKFAST 8:30 - 9 AM

A 9-10:15 AM

The Virtual Water Cooler: How Employee Blogging and Social Networking are Blurring the Lines Between Work and Play (and What Employers Can do About It)

While many executives regard social media as an unprecedented opportunity to connect with employees and other stakeholders, for many executives (legal, risk managers) social networks are fraught with risks and challenges. How can companies protect themselves from risks associated with using social media with regard to employee privacy, protection of intellectual property, etc? What are top issues for regulators?

Elise Bloom, Partner, co-Chair of the Labor & Employment Law Department and co-head of the Class/Collective Actions Group, **Proskauer**

Steven D. Hurd, Partner in the Labor & Employment Law Department, co-head of the Employment Litigation & Arbitration Group, **Proskauer**

NETWORKING REFRESHMENT BREAK 10:15-10:30 AM

B 10:30-11:45 AM

The Social Media Policy Finding a Balance

Given the challenges with managing risk in the open world of social media, organizations are developing or have developed a social media policy. Deciding on what to include is largely driven by corporate culture and values. What are the critical elements of a social media policy? What should be included and what should be excluded?

Bradley Peacock, Senior Counsel, **FedEx**

Elizabeth Lupfer, Senior Manager, Employee Experience and Web Technology, **Verizon**

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LUNCHEON 11:45 AM–12:45 PM

C 12:45–1:45 PM

Social Media and Employee Rights

Regulators are recognizing that social media are a widely used communication channel. The National Labor Relations Board (NLRB) has issued a number of decisions analyzing rules that are alleged to violate laws protecting employees' right to talk openly with each other and their employer about the terms and conditions of their employment. In this session we will hear insights on the NLRB's initiatives related to social media and employee rights.

Peter Margolies, Supervisory Field Examiner, **National Labor Relations Board**

D 1:45–2:45 PM

Social Media Crisis Management When Twitter Hits the Fan

Many companies are embracing social media but are also very concerned with the risks. Risks associated with social media include damage to corporate reputation, violating employee rights, and disclosure of corporate IP and proprietary information, among others. This session will feature a case study on challenges a corporation faced when managing a crisis related to social media activity and how they resolved their issues.

Evan Kraus, Senior Vice President, **APCO Online**

NETWORKING REFRESHMENT BREAK 2:45–3 PM

E 3–3:45 PM

Balancing Opportunity and Risk:

How salesforce.com Unleashes Innovation with Social Networking

While there are perceived risks to developing and implementing social networks across the organizations, there are ways to manage the risks and take advantage of the tremendous power of collaboration. This case study will touch on salesforce.com's social media policy. We will also hear about Chatter, their collaboration application, and how this tool can be used to tap into and share your organization's knowledge.

Erin Flynn, Senior Vice President, Employee Success, **salesforce.com**

F 3:45–4:30 PM

Roundtable Discussion on Social Media in the Workplace Mitigating Risk in a Networked World

In this roundtable discussion, participations will discuss the challenges of social media in the workplace and will debate how to keep an open dialogue and transparency while also managing risks including IP protection, corporate reputation, employee privacy, etc.

Moderator

Christine Hess, Program Director, **The Conference Board**

CONCLUSIONS 4:30–4:45 PM

Presentations

Available online in advance of the conference

Registration Information

Online www.conferenceboard.org/socialmedia

Email customer.service@conferenceboard.org

Phone 212 339 0345 8:30 am to 5:30 pm ET Monday through Friday

The 2011 Social Media Strategies for HR (SM4HR)

Leveraging Social Networks: Connecting with
Employees and Legal Implications

The Conference Board Conference Center, New York City

April 12, 2011 – Social Media at Work (B63011-1)

April 13, 2011 – Employees, Social Networks and the Law (B64011-1)

Price for one seminar

Associates \$995 Non-Associates \$1,095

Price for both seminars (includes a 10% discount)

Associates \$1,791 Non-Associates \$1,971

For a listing of local hotels, contact
customer service at 212 339 0345.

Seminar location

The Conference Board Conference Center
845 Third Avenue
(Between 51st and 52nd Streets)
New York, NY 10022
Tel 212 339 0345

Cancellation Policy

Full refund until three weeks before the
meeting. \$500 administration fee up to two
weeks before the meeting. No refund after
two weeks before the meeting. Confirmed
registrants who fail to attend and do not
cancel prior to the meeting will be charged
the entire registration fee.

Team Discounts per person

For a team of three or more registering from
the same company at the same time, take
\$300 off each person's registration.

One discount per registration. Multiple
discounts may not be combined.



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Promotion Code