GRAY REED

How Can an Employer Successfully Handle Social Networking?

Gray Reed's Employer Handbook

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"Social Networking" wasn't even a recognized concept ten years ago when I went into private practice. Now it is vying for a place in Webster's and so pervasive that business owners have to consider how their employees' comments on Facebook may impact the bottom line.

What if an employee is telling customers they have one set of qualifications and posting the quite different truth on their internet profile? What if they are badmouthing the boss – or worse yet – sexually harassing a co-worker from the internet? And this is just the beginning of the possibilities . . .

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