

# Insights



## Social media and the new workplace: Are your brand, reputation protected?

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Employers may be surprised to learn what their employees may be posting on social media about their managers, clients or the company in general. The new social media world presents real challenges to employers who are seeking to protect their company brand and reputation.

**Wednesday, March 8, 2017**

**1 p.m. - 2 p.m. EST**

### REGISTER NOW

This free, 60-minute webinar, presented by the Employment Law Alliance, will provide practical insight for corporate executives and business owners, HR professionals, and in-house counsel on how companies can prepare for and respond to these challenges:

- What are the appropriate bounds for an employee's use of social media? A review of recent developments at the National Labor Relations Board and the lessons for employers.
- Can an employer in Canada discipline or dismiss an employee for off-duty conduct that damages the reputation of the company?
- What are the expanding obligations employers have with respect to its own social media presence and the impact on customer relations?
- Who owns the social media accounts relating to a business that were established by an employee no longer with the organization? How can employers strengthen their claim to ownership of these accounts?

For those not able to attend the March 8 webinar, it will be recorded and posted on the Employment Law Alliance website and you will be able to listen to the recording at your convenience within a day or two of the live event.

### RELATED PROFESSIONALS

Joseph G. Santoro

### RELATED CAPABILITIES

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