

The Unsocial Side of Social Media Program

Sydney 28 February
10am - 1pm

Brisbane 1 March
10am - 1pm

CIP/CPD - 3 points

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10.00am

The Social Media Effect

Social media is a communication phenomenon that touches every business. Often its importance is overlooked or dismissed by organizations which have limited consumer contact or are 'protected' from consumer-driven response. But business ignores social media at its peril.

In the first session we will:

- Test your social media IQ
- Look at the latest social media statistics
- Discuss the 2 P's
- Examine why business needs to understand its parameters and respond to its challenges

10.30am

An Examination of Reputation

Reputation and damage to brand has been identified as the No.1 risk for modern organizations* and research shows that at least one major reputation event is likely to occur within the lifetime of any business. Social media presents new and devastating opportunities for these risks to occur.

In this session we:

- Examine examples of recent corporate reputation events involving social media and the lessons to be learned
- Discuss how reputation events can occur and the keys to proactive management

11.15am

Tea Break

11.30am

Privacy, the Workplace, Trade Practices & 'all that jazz'

Social media has the potential to elevate traditional business and legal risks to levels never before seen. In this session we discuss, through an examination of the most recent online examples:

- Current risk concerns in the area of privacy, claims, workplace misconduct, recruitment, defamation, misleading & deceptive conduct, breach of regulatory codes, intellectual property and business confidentiality
- Information and workplace management issues - does banning it in the workplace make sense?
- Strategies to minimise exposures
- Social media policies

12.15pm

Where to now?

Your business is under viral attack!
What do you do?

A discussion of take-away issues to help business harness the power and meet the demands of a medium it cannot escape. Using examples of organizations that use social media effectively, we conclude with a conversation on:

- The risk management strategies business should have in place to respond to social media risks
- How best to engage with the medium
- Key tools necessary to respond to a social media crisis

1.00pm

Close

* Aon's Australasian Risk Management Benchmarking Survey 2011