

UB SCHOOL OF SOCIAL WORK
University at Buffalo *The State University of New York*
OFFICE OF CONTINUING EDUCATION

Best Human Resource Practices Regarding Social Media



Instructor: Robert W. Miller Jr., PHR, President of R.W. Miller Jr. & Associates, a human resource and management consulting firm in Amherst, New York; adjunct professor at Daemen College and Medaille College; member Board of Directors for Niagara Frontier Industry Education Council; nominated for the 2009 WNY Senior Human Resources Professional of the Year; former President, Buffalo Niagara Human Resources Association; over twenty years of human resource consulting, project management, and teaching experience.

Overview: This training is for human service agency executive directors, human resource managers, and any other policy development or agency decision makers who need current knowledge to address social media issues in the employment setting. Social media includes Facebook, Twitter, blogs, and more. Dramatically changing people's lives and the work environment, social media is a growing part of our culture. It affects the

agency-employee relationship as well as the employee-client relationship. Updated knowledge and relevant social media policies and procedures are needed to minimize potential liability.

This half-day workshop will provide a brief, general overview of social media. The primary focus will be on reviewing some recent court cases and guidance from these cases as well as best practices relevant to utilizing social media while minimizing potential liability.

Learning Objectives:

- Gain a basic understanding of various social media platforms;
- Recognize the various uses for social media;
- Review recent court and National Labor Relations Board cases and guidance;
- Understand the potential benefits and liabilities regarding the use of social media for human service agencies;
- Identify best practices for employee policy and procedure development regarding social media in human service settings.

Date: Wednesday, February 22, 2012

Location: UB Center for Tomorrow, Flint & Maple Rds., Amherst, NY

Time: 9:00 am - 12:15 pm

CEU's/Training Hours: 3

Fee: \$50

Driving directions are available on our website.

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For questions or additional information: sw-ce@buffalo.edu or 716-829-5841

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