



FOR IMMEDIATE RELEASE

March 24, 2015

Learn the Ins and Outs of “Social Media in the Workplace” at Chamber Seminar

Wilmington, N.C. — Today, members of every generation rely on social media for everything from news to social interaction. Social media in the workplace presents employers not only with new opportunities, but also with challenges and concerns about legal compliance.

Join the Wilmington Chamber of Commerce for a seminar entitled “Social Media in the Workplace,” part one of a 3-part series on “Doing Business in the Digital Age.” The seminar will explore how to effectively manage social media in the workplace, what privacy issues may exist, and how to maximize the benefits of social media in light of the risks. Specific areas that will be covered include:

- Employer use of social media pre-employment (applicant screening), during employment, and post-employment;
- Employee use of social media, both personal and for business;
- Employee use of social media as protected activity under the NLRA;
- Employer liability for employee use of social media;
- Social media policies and guidelines;
- Discoverability of social media data; and
- Privacy issues.

The seminar, presented by The HR Group, Inc. and Brooks Pierce, is free for Wilmington Chamber members. Cost for non-members is \$15. The seminar will take place on Tuesday, March 31 from 8:30-10:00 am at the Wilmington Chamber of Commerce (One Estell Lee Place, Wilmington). The seminar presenters will be Brian Spencer, SPHR, SCP of The HR Group, Inc. and Edwin L. West, III, J.D., of Brooks Pierce.

Registration for the seminar is available at <http://www.cvent.com/d/lrqpkf>.

Questions? Contact Member Services Director Megan Canny at 762-2611 ext 202 or canny@wilmingtonchamber.org.

About the Wilmington Chamber of Commerce

The Wilmington Chamber of Commerce is the largest membership-based business association in Southeastern North Carolina. The Chamber's mission is to ensure economic prosperity throughout our region. This is accomplished by: creating a diverse, inclusive organization that serves as a strong voice for businesses in the Greater Wilmington area; offering unique membership benefits, services and education; and challenging government officials to address long term community and business interests.

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