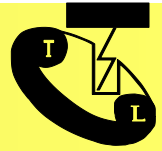


The background of the slide features four silhouettes of people standing in a row. From left to right: a light blue silhouette of a woman with her hand to her chin; a dark blue silhouette of a man with a white Facebook 'f' logo on his chest; a red silhouette of a woman with the word 'You' on her chest; and a dark blue silhouette of a man with a white Twitter bird logo on his chest.

Practices & Procedures in the Use of Social Media Within the Workplace

Presented by: Shaibu Makande Manager Training & Development - TTCL

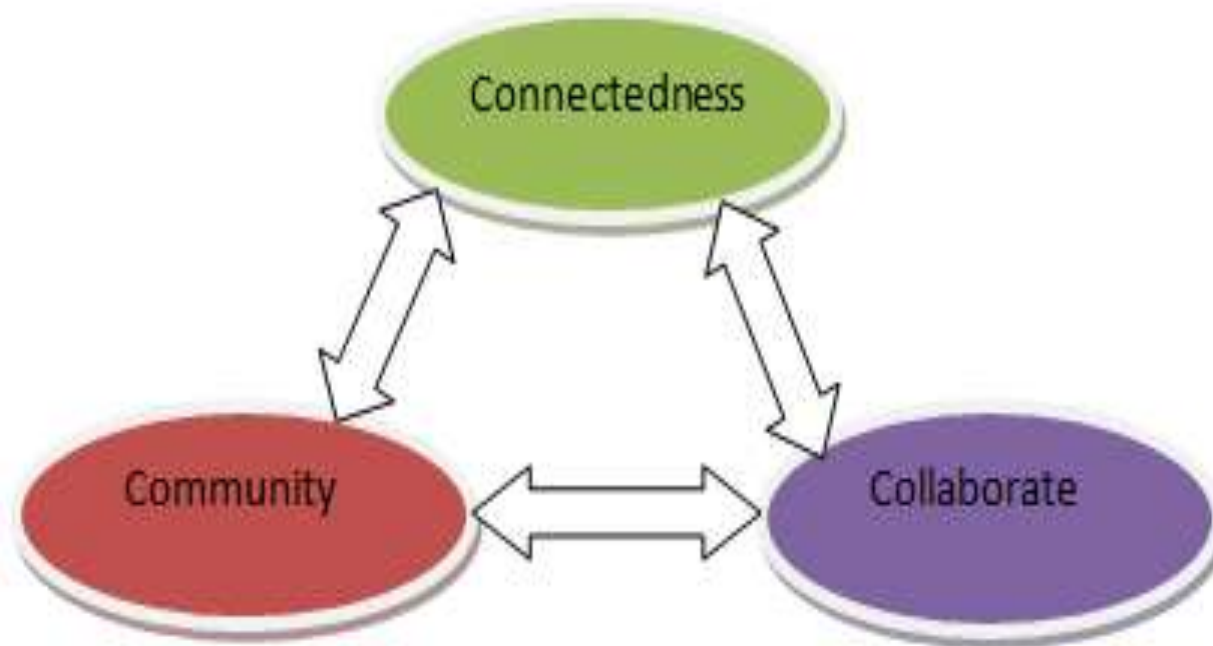


An Overview

- Any web or mobile based platform that enables an individual or agency to communicate interactively and enables exchange of user generated content.
Examples: Facebook, Twitter, LinkedIn, Google+, Instagram, etc.
- A number one activity that consumes a lot of time for most of internet users. Currently, social media has become a tool to connect potential and existing customers, employees, suppliers and other stakeholders.
- Social media offers a company an opportunity to:
 - Speed up the pace of business,
 - Better establish the message that a company wants to convey,
 - Strengthen company's relationships with customers and clients
 - Facilitate continuous conversation about the business.



Characteristics of Social media



Social Media connects or reconnects likeminded people to collaborate and share knowledge hence create sustainable communities which provide awareness in various issues.

Types: Wikis, social network sites, blogs,



Why Social Media?

- Learn about your customers and connect with your audience locally and globally.
- Job function: Employees in roles that interact with social media activities regularly e.g. Marketing, sales, call centre, etc.
- Improve customer service and easy way to market your products & services
- Affordable means to promote your brand and gain market share





Advantages of Social Media

- Cost effective e.g. Marketing,
- Collectively manage customer complaints
- Improve customer loyalty (existing customers)
- Employees involvement in an organization (not just marketing department)
- Online Customer service
- Collaboration
- Source of information (knowledge, skills, experience, employment ,etc.)



Disadvantages of Social Media

- Loss of productivity
- Misinformation/Distortion of information
- Attract risks (negative feedback, hacking, information leaking)
- Time consuming
- cyber-bullying and online sexual predators being more prevalent
- A dramatic decrease in face-to-face interaction as more and more social media platforms have been introduced.



TTCL Practice & Procedure on Social media

Establishment of Social media:

- Social media sites in TTCL were established in September 2012 to address the growing need for users to have multiple channels of communication with their service providers.

TTCL Facebook Page

- To date TTCL has about 6000 Facebook fans which reflect that we are not that much active in the market to attract customers, especially youths who make up the majority of the users of social media sites.
- Facebook statistics indicate that 88% of our fans are men while only 12% are women, and 66% of those fans are aged between 18 and 34 years old.



TTCL Experience (cont...)

Other social media sites for TTCL include:

➤ LinkedIn Page

➤ Twitter Page

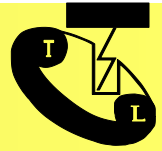
➤ Google+ Page

▪ Three staff from Customer Service department are responsible for page management, engagement and content creation.



Social media Use in TTCL

- Products awareness
 - Products demonstration
 - Increase quantity of feedback from customers (both internal and external)
 - Demonstrate Corporate identity and culture
 - Advertisements (products, services and job adverts)
 - Additional avenue for customer services interactions
-
- Staffs are restricted from accessing social media sites using office facilities. However, as social media is becoming a business tool this is soon going to change. After all, employees are among contributors in our posts and in some cases they do respond to customer inquiries as regular customers.



Practices & Procedures ...cont

- TTCL has policies and procedures to preserve confidentiality and ensure proper use of social media. Social media is controlled based on time , user groups & social media contents.
- IT department collaborate with HR department to enforce policies and proper use of organization assets.
- We have IT services user access request process for systems' users (staffs) to request access into systems of which we use forms with confidentiality clauses to ensure employees' accountability.
- We have content filter solution to monitor and control objectionable content.
- We make use of group policy in the domain controller to control inappropriate use of the network.
- We conduct awareness programs to employees on policies, procedures, technology and proper use of organization assets.





Best Practices

- Risk assessment
- Social media policy & procedures
- Communication and education
- Monitor and audit
- Oversight
- Periodic assessment



Challenges

- Skepticism/Why use social media
- Which platform to use
- Who will engage
- How to engage





Way Forward

- Many organizations experience challenges with social media use at the workplace because it poses numerous risks that cross so many different ethics and compliance; its applications and use are rapidly and constantly changing.
- However, a company can successfully manage its own and its employees' personal use of social media by employing a common framework applied to most other ethics and compliance topics, albeit with some modifications specific to social media.
- The sooner a company gets its arms around use of social media the better it is. However, as technology is changing very fast organizations will be fighting a losing war if they think they can control social media.



Thank You for Your Attention



PAMOJA TUNAWEZA