

MARCH TOPIC ▶▶

# Using Social Media in Employment Decisions: A Good or a Bad Idea?

*Organizer*

**William J. Bethue**, McCandlish & Lillard, P.C.

*Co-Presenters*

**William J. Bethune**, Senior Counsel, McCandlish & Lillard, P.C.

**Laura Golden Liff**, Associate, McCandlish & Lillard, P.C.

Social Media is already in the workplace, many times as a distraction that reduces productivity. Many employers are using social media to increase awareness of their brand. Some employers enlist their employees in social media marketing campaigns. What about using social media in making employment decisions? What are the benefits and what are the risks? Are there practical ways to tap into social media, while limiting expense and exposure to claims? How have the lawsuits come out?

Topics of Discussion Include:

1. Using social media in hiring decisions. What are the top 3 things that employers should and should not do?
2. Using social media to evaluate. What works and what doesn't.
3. Using social media to discipline or discharge. What's safe and what's not.
4. What policies should an employer adopt concerning social media?

**About our Presenters**

**Bill Bethune** is a member of CXO's steering committee and Senior Counsel at McCandlish & Lillard, P.C., where he focuses on business law. Bill has more than 35 years of experience in handling complex, multi-party commercial litigation in federal and state courts; arbitrating and mediating commercial, insurance, securities, and employment disputes; and counseling business clients on a broad range of contracting, employment, creditor rights, and entity formation matters. Bill is licensed to practice law in Virginia, Maryland, and the District of Columbia.



**Laura Golden Liff** is an Associate at McCandlish & Lillard, P.C., where she primarily practices in the area of civil litigation, with an emphasis on commercial, business and fiduciary matters. Laura has spearheaded her firm's use of social media platforms such as Facebook, Twitter, and LinkedIn, and keeps her finger on the pulse of legal trends involving the use of social media in the workplace. Laura is licensed to practice law before state and federal courts in Virginia and the District of Columbia.



**CXO Forum** 11-12 SERIES

JOIN US!

THURSDAY  
MARCH 8  
2012

7:30am to 8:00am  
Networking and  
Continental Breakfast

8:00am to 9:00am  
CXO Forum  
Panelist(s) Presentation

9:00am to 9:15am  
Burning Issues

*Discuss your specific  
issues and challenges  
with colleagues and  
fellow CXO members*

**Location**  
Cherry, Bekaert, &  
Holland  
1934 Old Gallows Road  
4th Floor  
Vienna, VA 22182  
703-506-4440  
For directions, visit  
[www.CXOForum.com](http://www.CXOForum.com)

**CXO Forum**

FOUNDING PARTNER



STRATEGIC PARTNERS



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# Mark Your Calendars for 2011-2012 Season

## 2011-2012 CXO FORUM PRESENTATIONS AND ACTIVITIES.

### TODAY'S PRESENTATION

3/8/12 Social Media in Employment Decisions

### UPCOMING PRESENTATIONS

4/12/12 CXO Roundtable

5/10/12 Tax Laws for Small Business

6/14/12 M&A: Due Diligence and Valuations

**Don't Miss These 3  
CXO FORUM Meetings**

## CXO Forum Survey: Please Participate

The past few years of CXO Forum presentations have brought a wealth of speakers and experiences to our members, as reflected in the CXO Forum topic list below. Our 2012-2013 Survey is of topics is underway, and we would like your feedback. Please email your topics, feedback and any ideas to [cxosurvey@cxoforum.com](mailto:cxosurvey@cxoforum.com) before February 29, 2012.

- Raising Capital in Alternate Equity Markets
- Recruiting and Retaining Great Employees
- Current Practices in Due Diligence for M&A
- How To Improve Profitability
- Company Valuation
- Compensation Plans
- Sharing Equity
- Finding Acquisition Targets
- Building Successful Alliances
- Exit Strategies
- ESOP Plans
- Risk Management: Disasters, Emergencies, Disagreements, Readiness
- Achieving Balance in Your Life
- Creative Employee Benefits and Managing Their Costs
- Building and Preserving Wealth
- Building a Productive Network
- Strategic Planning
- Building Strong Board of Directors or Advisory Boards
- Driving Competitive Advantage
- State of the Economy Impacting Business Decisions
- Strategic Partnering and Affiliations
- Mergers and Acquisitions
- Igniting Corporate Growth
- Financial Forecast 2009-2010: After the economic meltdown, how do you invest?
- Growing Your Company in a Recession
- Executive Level Presentations
- Strategic Incentive Compensation
- Shared Learnings from CXO Members: Best Practices in Business Growth
- CEO's Art to Networking
- What CXOs Need to Know to Beat the Big Gorilla in Selling to the Federal Government
- Dinner and Social Event
- CEO Needs to Know to Maneuver the Current Economy
- CEO Needs to Know to Build an Advisory Board
- CEO Needs to Knows – From \$0 to \$500M
- Identifying the Right Tools for Financing Growth
- CXO Roundtable: Right-sizing, Process Improvement, and Retaining Customers
- Branding Your Business: Selecting & Protecting Strong Trademarks
- Tools to Build and Deliver Sales Success
- CEO's Tools for Executive Compensation Plans Part II
- What You Need To Know About Selling Your Company
- Executive Leadership
- Smart Growth: Critical Metrics in Organic Expansion
- Maneuvering in the Current Economic Environment
- Financing Growth
- CXO Forum Roundtable
- Sales and Marketing Organization
- Global Opportunities: Three Unique Perspectives on International Expansion
- Spring CXO Forum Member & New Member Social
- Talent: The ABCs in Your Team
- Successes & Failures of Explosive Growth: Voices of Experience
- How to Practically Apply Social Media Concepts
- Financing Growth - Debt vs Equity
- ABC's of Employment
- CXO Outreach Program
- Update on the Regional Economy
- Employee Ownership: What to Consider and Why?

### JOIN IN THE CXO FORUM DIALOG!

Neal G. Koller

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