

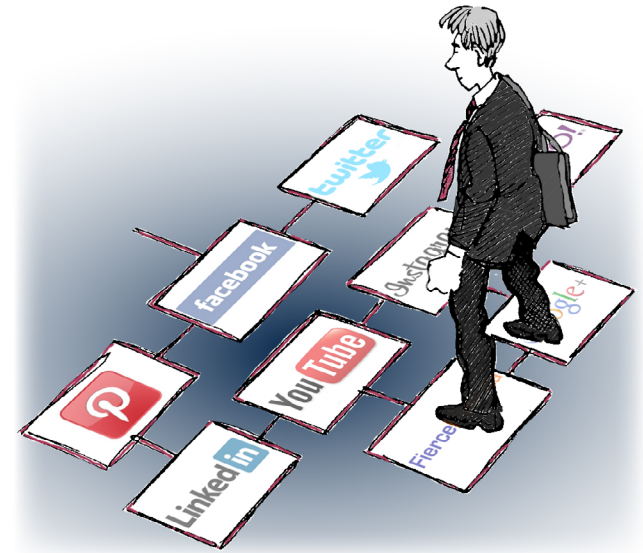
Navigating Social Media

SUITE FOR PHARMA KNOWLEDGE WORKERS

Writing

Educate your employees about the risks.

Give practical guidance on Internet postings.



THE SOCIAL MEDIA CHALLENGE

They need to know the risks

Perhaps you already have your social media mavens—employees trained to handle the company’s social media pages—and you’re managing all the attendant legal and regulatory issues.

But what about **your general employee population**? —They’re using social media all the time:

- Do they ever mention your company, your products, their own work?
- Do they understand how your company’s policies apply to social media—the constraints on what they may post?
- Do they understand the risks?
- What guidelines do they need?

NEW ELEARNING PROGRAM

Guidance on responsible conduct

Navigating Social Media is eLearning that promotes caution and careful thought among employees. Citing recent incidents involving employee postings on the Internet, this program emphasizes to employees the risks inherent in discussing in social

media the company, its products, or their own work. In the process, the program—

- dispels illusions and wishful thinking about the impermanence, privacy, or anonymity of Internet postings;
- catalogues the principal policy concerns and business risks;
- gives employees **ten specific guidelines** for steering clear of trouble.

MULTIPLE VERSIONS

Fit the program to your needs

The program comes in multiple versions:

- **Good Documents supplement.** For employees who have already received our *Good Documents* training, we have a version designed to reinforce the writing practices and document-management principles presented in the program.
- **Standalone version.** Your employees haven’t had *Good Documents* training? —No problem! This version works as a standalone program on social media.
- **Customization.** Need customized content? —No problem! We can tailor a version to meet your needs.