

It is difficult to believe that we have been living in the age of social media for nearly two decades now. The rise of social media has provided an ever-growing platform for people and groups to voice their opinions and to gain numerous followers as proclaimed 'social influencers'. From an employer perspective, it can be extremely difficult to interpret how an employee's online presence and social influence may (or may not) align to how they represent themselves professionally and in-person.

In this issue of HR In-Brief, we provide you with important tips and key learnings on managing social influence amongst your teams, both online and in-person. We would also encourage you to discuss and review your policies surrounding employee social media use and personal conduct.

Have thoughts to share or questions around this topic? Reply to this email to get in touch.

- Sheenagh Beadell, *Partner*, Chemistry Consulting Group

FEATURED GUEST BLOG

The Age of Influence: Managing Employee Social Media Use

FASKEN

Our featured guest blog this month is presented in partnership by Matthew Larsen and Richard Savage from [Fasken](#).

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Social media has given every individual an opportunity to become an 'influencer'. While this so-called democratization of media has benefits, it also raises questions and concerns for employers. For instance, **what steps can an employer take to control employee social media use?** Can an employee be disciplined for comments made on social media outside of the workplace and not using the employer's system and equipment? Continue reading to learn the answers to these questions...



How Can Employees Also Be Social-Media Activists?

by [BBC](#)

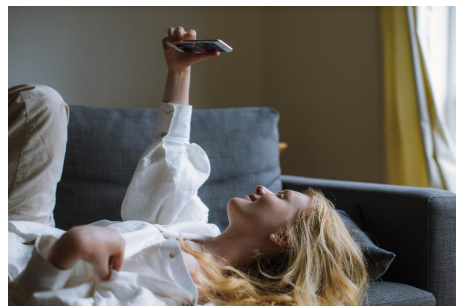
"Of course, workers have been activists for years – but it used to be the case that if you were rallying over the weekend, your colleagues and boss could be none the wiser on Monday. Plus, the relationship people expect to have with their workplace has changed over the generations."

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[Don't Get "Blocked" From A New Job Because of Social Media](#)

by **Globe Newswire**

"Prior to social media, employers struggled to fully understand the character, personality traits and behaviour sets of those they wished to hire," Purdy said. "There used to be greater formality at work, higher expectations and stark lines between the personal and the professional. Now decades later, candidates freely show their true colours, display their passions and reveal their personal identity."



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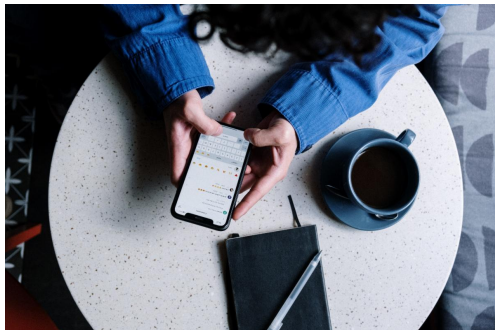
[Friendship At Work: The New Strategic Weapon In Knowledge Work](#)



by **Forbes**

"Social cohesion creates a psychologically safe environment. It is the lubricant that allows knowledge to flow and creativity to flourish. It's about friendships with people in different departments and an openness across whole communities."

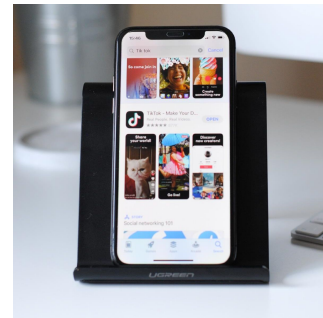
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[5 Terrific Examples of Company Social Media Policies for Employees](#)

by **Post Beyond**

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[How TikTok is Upending Workplace Social Media Policies - And Giving Us Rebel Nurses and Dancing Cops](#)

by **The Street**

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UNEMPLOYMENT STATISTICS

LOCAL, PROVINCIAL, NATIONAL

"Employment falls for the first time since April"

The Daily - Labour Force Survey

	OCTOBER 2020	NOVEMBER 2020	DECEMBER 2020
VICTORIA	7.7%	6.1%	5.6%
VANCOUVER	9.7%	7.9%	7.1%
BRITISH COLUMBIA	8%	7.1%	7.2%
CALGARY	11.5%	10.6%	10.1%
ALBERTA	10.7%	11.1%	11%
CANADA	8.9%	8.2%	8.6%

Source: *Statistics Canada Labour Force Survey, December 2020*

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