



SOCIAL MEDIA & THE WORKPLACE

June HR In-Brief

Can Employers Regulate What Their Employees Post on Social Media?

By Andrea Raso and Catherine Repel, *Clark Wilson LLP*

"Between the prevalence of living life publicly on social media and the rise of so-called "cancel culture", employers are often left wondering what actions they can take regarding their employees' online activities. As with many matters in law, the answer is: it depends. Employers, however, can take **one concrete step to be proactive in dealing with employees' social media activities.**"

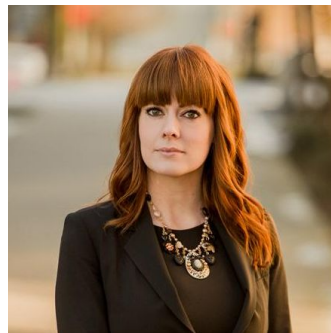
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Clark Wilson is one of Western Canada's largest law firms, providing comprehensive legal expertise across 35 distinct areas of business law and private client services. Our Employment & Labour group works exclusively with employers, providing strategic and practical guidance to organizations nationwide, helping them create high-performing teams and advocating for their interests in contentious disputes.



Andrea Raso is a partner at Clark Wilson where she chairs the firm's thriving Employment & Labour group and offers complementary services in Mediation & Arbitration, Privacy Law, and Indigenous Law.



Catherine Repel is a partner at Clark Wilson where she practices exclusively in the area of Employment & Labour.

Showcasing Your Employer Brand Online in 2024



**Associate HR Consultant, Tierra Madani,
Chemistry Consulting Group**

"As with any strategy in your organization, it is always best practice to **start with a vision**. When it comes to employer branding, the ultimate goal and result is to have a positive reputation and one that is true to the employee experience. But why is this important? **Everyone is watching and they care to know how you treat people.**"

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How to Woo Top Talent with Social Media



HR Daily Advisor

"Is social media still an effective way of recruiting employees in 2024? The answer, like so many human resources topics, depends on who you ask. The rules of 2023 no longer apply, and it's important to **stay on top of the changing technology** in order to get the most out of your efforts. Doing what you've always done isn't going to get you the results you're looking for."

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Online, Off duty, Off the Hook?



Human Resources Director (Canada)

"With the recent emergence of remote work and the explosion of social media applications such as TikTok, **the line between an employee's work life and personal life has blurred**. The workplace is no longer the four corners of an office building, and an employee's behaviour that occurs both online and off duty can attract significant disciplinary measures."

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MAY 2024

The unemployment rate was 6.2% in May

Employment was up for young women aged 15 to 24 and for women aged 55 and older

Unemployment rate increased in BC to 5.6 and to 7.2 in AB, and decreased to 6.7 in ON

Unemployment Rate Across Top Canadian Cities

| | |
|---------------|-----|
| Vancouver, BC | 5.7 |
| Victoria, BC | 4.7 |
| Kelowna, BC | 4.3 |
| Calgary, AB | 8.1 |
| Toronto, ON | 7.9 |

The Daily Labour Force Survey, May 2024

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