

Social media, the benefits and staying safe

This breakfast briefing is essential for anyone wanting to learn how to exploit social media to deliver business benefits and understand how to protect and safeguard their brand.

Social Media has become synonymous with our time. It is an incredibly powerful tool that allows you access into the minds of consumers. Social media reveals the types of insights that, once upon a time, would only have been available through extensive, costly and timely third party research.

Learn how the University of Nottingham, winners of national social media awards, use social media to build profile, engage and deliver business benefits as part of their overall marketing and communication activities.

The laws regulating social media use are somewhat out of date and this leaves organisations in an exposed and vulnerable place. This briefing will get you up to speed with the latest legal position and identify how to protect and safeguard your brand from aspects of social media.

Brand, reputation and the bottom line

Speaker: Emma Leech, Director of Marketing, Communications and Recruitment, University of Nottingham

The University of Nottingham's unique international positioning means brand, reputation and reach are critical. Social media engagement plays a major strategic role in its overall marketing and communications activities. The winners of a range of national social media awards, the university use social media to build profile, engage, deliver business benefits and to support reputation – which includes managing damaging PR and crisis communications.

The session covers:

- Uses of social media to build profile and engage with audiences nationally and internationally.
- Selecting channels and maximising impact.
- Managing brand and profile – prizes and pitfalls.
- Measurement and evaluation.
- Quick wins for your business.

The legalities of social media in the workplace

Speaker: Maz Dannourah, Solicitor, Roythornes Limited

Many firms encourage their staff to use LinkedIn to make business contacts, and some will have people tweeting and posting on Facebook on behalf of the organisation.

The increasing use of social media has also blurred the lines between personal and business lives and many employers have been slow to catch up with the risks associated with this.

One way to reduce some of the risks is to establish a social media policy. A policy should be considered by all organisations, whatever size, as it at least lays down the guidelines for protecting the business.

The second session covers:

- Defamation, libel and mis-statements.
- Employment/HR.
- Freedom of speech/crime and social media.
- Social media policies.
- Best Practice.

Speaker Information

Biography

Emma Leech BA (Hons) MBA FRSA FInstILM FCIPR FCIM FCMI FIIC MloD

Emma Leech is Director of Marketing, Communications and Recruitment at the University of Nottingham.

She chairs the Chartered Institute of Marketing's (CIM) HE Market Interest Group and is a member of CIM's Board of Trustees.

Emma started her career in fashion and consumer PR, working in tourism and destination marketing before settling in higher education in 1997.

A Chartered Marketer, Chartered Manager, and a Chartered PR Practitioner, she has won a string of awards over two decades.

Emma's team won both the 2011 THE Outstanding Leadership and Management Award Communications and Marketing Team of the Year award and the 2012 Heist Marketing Team of the Year Award. She became the 2011 International Brand Master for her work in HE marketing. In 2012, she was awarded both IoD/CIPR Public Relations Director of the Year and IOIC Internal Communicator of the Year. Emma holds an MBA and various marketing, PR and management qualifications.

Maz Dannourah

Maz has worked within the Roythornes litigation department since 2007, having qualified as a solicitor in 2010. With a specialism in employment law, he is involved in considering the relatively recent impact of Social Media in the workplace and the wider context in which clients operate. Maz has been involved in advising a wide range of clients in respect of the legal implications of Social Media and how best to ensure "legal pitfalls" are avoided.