SOCIAL MEDIA
IN A LEGISLATIVE ENVIRONMENT
AND A LEGAL WORLD

Your Rights, Responsibilities, and Recourses
SOCIAL MEDIA
PRESENTED by ALABAMA POWER
A blogging + social media conference
Birmingham, Alabama · June 12, 2015 · #yallconnect
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Your Rights, Responsibilities,
and Recourses
AUBURN
Only Their Rivals Know Why This Is Funny
SOCIAL MEDIA
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Your Rights, Responsibilities,
and Recourses
Thursday July 14th 1881.

Papa bought me this book today. I am to pay fifteen cents to he is to pay the rest.

Mr. Cray was here for dinner today. Mrs. Stetson gave me some advice on how to make a cornucopia a few days ago. I finished them today and took them over to show them to her. She promised to show me how to make a pillowcase. She asked me if I could make a little pillow on my cornucopia.

Bella Jackson was here this evening to see if we would take them for our perusal.
“...a new disruption, enabling hundreds of millions of citizens to publish, share, mix, comment and upload media to a more dynamic online environment. That two way communication, enabled by new, highly accessible and scalable Web technologies, is generally called “social media.”” -- The Atlantic, “How Governments Deal with Social Media.”
REVOLUTION TOOLS
AK-47
MACHETE
TWITTER
FACEBOOK
1970s - 1980s
1980s - 1990s
1990s - 2000
2001 - 2003
2004 - 2009
GO BACK, GUYS. IT'S A TRAP.
it’s all about me. deal with it.
Social Media Overlap

Professional

Social Media Policy

Personal

© Mark Smiciklas, New Marketing & Social Media Strategist, IntersectionConsulting.com
Social media has made the web all about me, me, me.

(Erik Qualman)
Social MEdia

- like ME!
- listen to ME!
- hire ME!
- watch ME!
- find ME!
- show ME!
- vote for ME!
- agree with ME!
- accept ME!
- look at ME!

© John Atkinson, Wrong Hands
ON HER BIRTH CERTIFICATE, PRINT HER FIRST NAME, MIDDLE NAME, LAST NAME AND USERNAME.
Millennials Survey
Millennials at work: Reshaping the workplace

It's clear that millennials will be a powerful generation of workers and that those with the right skills will be in high demand. They may be able to command not only creative reward packages by today's standards, but also influence the way they work and where and how they operate in the workplace. They may also be one of the biggest challenges that many organisations will face.

Instructions:
Explore the five data stories: individual compromise, factors that make an organisation attractive, importance of shared values, advancement opportunities, and work schedule. Navigate the data by selecting filter(s) under one tabular category below (i.e. country). Compare data across several filters at one time (i.e. Canada vs. France vs. Japan).

Did you have to make any of the following compromises when accepting your current job/the job you are due to start?

<table>
<thead>
<tr>
<th>Compromises</th>
<th>Attractive employers</th>
<th>Shared values</th>
<th>International mobility</th>
<th>Flexible working</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taking a lower salary than expected</td>
<td>Working away from my preferred location</td>
<td>Fewer additional benefits than I hoped for</td>
<td>Working outside my preferred sector</td>
<td>More limited opportunities for advancement than I hoped for</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Country</th>
<th>Industry</th>
<th>Gender</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>Belgium</td>
<td></td>
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<tr>
<td>Brazil</td>
<td>Canada</td>
<td></td>
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<tr>
<td>China</td>
<td>France</td>
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<tr>
<td>Germany</td>
<td>Hong Kong</td>
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<tr>
<td>India</td>
<td>Ireland</td>
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<tr>
<td>Italy</td>
<td>Japan</td>
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<tr>
<td>Malaysia</td>
<td>Netherlands</td>
<td></td>
</tr>
<tr>
<td>Portugal</td>
<td>Romania</td>
<td></td>
</tr>
</tbody>
</table>
social media jobs in Washington, DC

Convention Marketing Coordinator
National Cable & Telecommunications Association - Washington, DC
Experience utilizing social media platforms such as Twitter, Facebook, and Instagram for business purposes. Proficiency in HTML, email marketing platforms (e.g.,...
Sponsored by National Cable & Telecommunications Association - 13 days ago

Social Media Representative 2
Northrop Grumman - Falls Church, VA
In-depth knowledge and understanding of social media platforms and their respective participants (Facebook, Twitter, YouTube, LinkedIn, Instagram, and blogging,...
Sponsored by Northrop Grumman - 30+ days ago

Entry Level - Hospitality - Various Locations in DC
Bozzuto - Washington, DC
Microsoft office and social media platform experience. Develop social media initiatives to connect and engage residents,...
Sponsored by Bozzuto - 30+ days ago

Brand Ambassador
MakeSpace - Washington, DC 20002 (Capitol Hill area)
Email/electronic communications, social media and Excel database skills. The Brand
Study: Millennials now the largest generation in workforce

Millenials are now the largest generation in American work force

Millenials people 18 to 34- are now the largest generation in the labor force surpassing Gen Xer's-people that are 35 to 50

SPRINGFIELD, Mass. (WWLP)- More than one-in-three American workers are Millennials, becoming the largest generation in the American workforce this year.

The American workforce is working hard, some of them even on Labor Day. Carlos Cespo, of Springfield said, "I work seven days a week. Where there's money, there's
Your Success Starts Here

STOP
DO NOT ENTER
Back in my day you could fill both pockets with candy and buy a Charleston Chew for five cents. Can't do that these days. Darn security cameras.
IN MY DAY
I HAD ONE TOY AND IT WAS A STICK
“The single biggest problem in communication is the illusion that it has taken place.”

George Bernard Shaw
Unemployable due to stupid personal stuff I put on my Facebook page.

Me too!

For me, it was an embarrassing YouTube video.
WHAT HAS BEEN SEEN...

Cannot be un-seen.
I used to think it would be cool to be able to read other people's minds.

Then I joined Facebook and got over that.
I'm sure he's already plotting his revenge.
I have a new motto designed to eliminate ninety percent of the problems in people's lives.

And what's that?

Don't click 'send'.

It scares me when you make sense.

For extra protection, demolish your keyboard.
Twitter, Facebook Users Unwittingly Shown Video of Virginia Shooting

By YOREE KOH
Tom Warren
@tomwarren

Twitter and Facebook autoplay videos made me witness the murder of someone from multiple angles today. Good job technology

10:37 AM - 26 Aug 2015

155 Retweets 116 Likes
SETTING IT STRAIGHT

Typographical error

Due to a typing error, Saturday’s story on local artist Jon Henninger mistakenly reported that Henninger’s band mate Eric Lyday was on drugs. The story should have read that Lyday was on drums. The Sentinel regrets the error.
Romney iPhone app misspells 'America' to Web's delight

By Doug Gross, CNN

Social Media Etiquette

Don't Crash and Burn!
Robert Griffin III Makes Social Media Gaffe, Blames Intern

By Kyle Newport, Featured Columnist  Sep 1, 2015

Use your ← → (arrow) keys to browse more stories
Back in Nashville and the work never stops. This team wants, what some say it can't obtain. Sorry...We don't need your permission! 🚫
We are RELENTLESS, TOUGH AND INTELLIGENT, and...

"WE DON'T NEED YOUR PERMISSION!"

#STARPPOWER
Arraignment set for 4 former Vanderbilt players charged with rape

NASHVILLE, Tenn. (WKRN) – An arraignment date for the
Graphic details revealed in Vanderbilt rape trial opening statements

By Chris Bundgaard
Published: January 13, 2015, 11:57 am  |  Updated: January 13, 2015, 8:44 pm

Explosive day in court as Vanderbilt rape case trial begins
Graphic details about the rape of an unconscious female student at Vanderbilt University in 2013 were revealed Tuesday court.

Related Coverage
NASHVILLE, Tenn. (WKRN) – Graphic details about the rape of an unconscious female student at Vanderbilt
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dealbook.nytimes.com/.../twitters-c-f-o-suffers-a-so ...
The New York Times
Twitter has long been criticized for being difficult for new users to understand. On occasion, it seems, the social network’s own executives have a hard time as well.

On Monday, Anthony Noto, the company’s chief financial officer, appeared to accidentally disclose some confidential corporate strategy plans on Twitter itself. Per Kevin Roose, a senior editor at the cable channel Fusion (and a former DealBook colleague):

Anthony Noto @anthonynoto · 40s
I still think we should buy them. He is on your schedule for Dec 15 or 16 -- we will need to sell him. I have a plan

Anthony Noto @anthonynoto · 40s
I still think we should buy them. He is on your schedule for Dec 15 or 16 -- we will need to sell him. I have a plan

Granted, few outside Twitter know exactly who is scheduled to meet with a member of the social network’s top management in the middle of next month. But that didn’t stop denizens of the service from speculating about whom Mr. Noto had referred to. Among the most popular guesses: Mic, a news startup with several executives whom the Twitter executive had recently started following.

While we don’t know exactly what happened here — and a Twitter spokesman declined to comment — it’s possible that Mr. Noto had
Come home poop