

Crime and Legal Issues in Social Media

Recognising and overcoming the risks involved with online networking within organisations

- Lack of Control
 - Fear of legal action
- Negative Reputation
- Privacy

Hear from our expert
panel of speakers:

Department of Justice (VIC)

Rostron Carlyle

Holding Redlich

Integral Energy

Department of Sustainability
and Environment (VIC)

Creative Information

House Party PR Agency

Switched On Media

Telstra Corporation Ltd

Virgin Mobile

Workshop details inside

A Risky business: the importance of developing
a social media mindset

Trevor Young, Director, parkyoung Strategy and Communications

B Risks and performance with social media:
a balancing act

Michael Field, Strategy Consultant and Director, Michael Field Pty Ltd

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Many organisations are utilising the power of social media to get their services and brands further into the public sphere. Sites such as Facebook, Twitter and LinkedIn have made it very easy to contact practitioners within organisations, maintain relationships and increase business opportunities.

However, some organisations are still hesitant to maximise their use of online networking. Risks such as breach of privacy, fear of legal action, developing a negative reputation and lack of control have given way to avoidance of this important medium.

This one-day connected forum will advise and assist professionals on the utilisation of social networking without fear of the risks. You will hear expert presentations that focus on the following critical areas:

- Gaining realistic knowledge and an understanding of the risks of using sites such as Facebook, Twitter and LinkedIn within the business
- Successfully developing and implementing a policy within your organisation to help manage the risks
- Exploring the legal implications of using social media
- Considering the use of online communication by employees and customers

CONNECTED FORUM - Monday, 28 June 2010

8:45 Registration and refreshments

9:15 Chairperson's opening remarks

Scott Rhodie, Digital PR Director, House Party PR Agency

Strategy, education and awareness

9:30 Social media opportunities and risks



This session will take a case study approach in outlining projects undertaken for private sector.

- Planning and building a strategy: how can social media drive business outcomes?
- Authenticity and risk management: what is the real risk?
- Engaging the community: what value are you really adding?

Jye Smith, Head of Social Media, Switched on Media

10:10 Training and educating employees on the risks involved with social media



- Raising awareness of social media use in the workplace
- Combating the fear of online networking risks
- Making information on social media risks available to all employees

Timothy Arch, Web Communications Adviser, Department of Sustainability and Environment (VIC)

10:50 Morning refreshments and networking

Risks, the law and social media

11:10 Legal risks to business via the use of social media



- Exploring how to protect your intellectual property and not infringe on someone else's
- Defamation: the fine line between social comments and defamatory statements
- Employees' use of social media: the human resources problem

Marilyn Awad, Senior Associate, Holding Redlich

11:50 Application of law and social media: Telstra's introduction of a social media policy and beyond



- Examining the limitless world of Web 2.0
- Protection of corporate information and what's important to your company
- Exploring the legal possibilities and implications. Is the law behind in terms of keeping up with the Internet?

Rachael Falk, Legal Counsel, Telstra Corporation Ltd

12:30 Interactive panel discussion: Open source, reputation and privacy



This session will give you the opportunity to discuss your queries with our panel of experts and gain insights into the implications of social media use within organisations.

- Understanding "open source" and what this means to organisations
- Cleaning up after the law: what to do after you've been involved with the law

- How did other organisations build up their brands' reputations?
- Maintaining a positive brand name
- Protecting private corporate information

Panellists: Malcolm Burrows, Associate, Rostron Carlyle
Dane Warren, Head of Information Security and Risk, Virgin Mobile
Jye Smith, Head of Social Media, Switched on Media
Timothy Arch, Web Communications Adviser, Department of Sustainability and Environment (VIC)

Moderator: Scott Rhodie, Digital PR Director, House Party PR Agency

1:10 Networking lunch

2:00 Open debate: Is social media a waste of time?



Hear two opposing sides of the story, then join in and have your say!

Panellists: Matthew King, Principal, Creative Information
Rachael Falk, Legal Counsel, Telstra Corporation Ltd

Moderator: Scott Rhodie, Digital PR Director, House Party PR Agency

Policy: prevention, process and implementation

2:40 Choosing to use social media policy



- Introducing a legally binding social media policy
- Why you need a team based approach to social media policy development
- Linking the use of social media to the minimisation of the legal risks
- Creating processes to link your policy to enforcement

Malcolm Burrows, Associate, Rostron Carlyle

3:20 Afternoon refreshments and networking

3:40 Writing and implementing policy



- What legal implications should be included within a policy?
- Which risks should a policy cover?
- Outlining the specifics of policy details
- Communicating the new guidelines to all employees

Ian Appleby, Information Security Manager, Integral Energy

Monitoring what's being said about you

4:20 Listen and learn: who is saying what about you via Web 2.0?



- Monitoring what the public is tweeting about you and your organisation
- Keeping a close eye on your services and products
- Confronting negativity on the Internet: what do I do if people say bad things about me?
- Listening on the cheap: tips and tricks on using free social media tools

Darren Whitelaw, Communication Strategist, Department of Justice (VIC)

5:00 Chairperson's closing remarks and end of connected forum

Crime and Legal Issues in Social Media

28-29 June 2010, Rydges World Square, Sydney

WORKSHOPS - Tuesday, 29 June 2010

Workshop A: Risky business: the importance of developing a social media mindset

Registration: 8.00 am
Workshop starts: 8.30 am
Workshop ends: 11.30 am

Facilitated by: *Trevor Young, Director, parkyoung Strategy and Communications*

About the workshop:

It's easy to think that jumping onto the social media bandwagon just means signing up to a site online and posting whatever one likes: that it's a simple process that can possibly boost a brand's name and reputation. But there are serious risks involved in the use of social media for business opportunities, and organisations need to develop a particular attitude if they don't want to encounter these risks that come with improper and uninformed use.

In this workshop you will look at:

- The importance of having prior knowledge to getting your brand started in social media
- The risks to your brand by not "doing" social media correctly
- Key learnings from those that have struggled with the risks involved in the transition to new media



About your workshop leader:

Trevor Young is a Principal Partner in the communications advisory firm, parkyoung.

He is a highly experienced PR practitioner who, in recent years, has carved out a solid reputation in the social media space. He regularly presents on PR and social media marketing trends at industry forums and seminars. He consults to, and conducts workshops for, companies and organisations of all sizes.

Trevor is also an experienced blogger, and his main blog, The PR Warrior - <http://prwarrior.com/> - has been recognised by Smart Company (<http://www.smartcompany.com.au/>) as one of Australia's top business blogs.

He also blogs regularly for Marketing Magazine (<http://marketingmag.com.au/>)

Workshop B: Risks and performance with social media: a balancing act

Registration: 12.00 pm
Workshop starts: 12.30 pm
Workshop ends: 3.30 pm

Facilitated by: *Michael Field, Strategy Consultant and Director, Michael Field Pty Ltd*

About the workshop:

When using social media in the workplace, organisations need to consider the risks and legal implications. However, in doing so they may also miss out on critical growth opportunities.

In this workshop you will look at:

- Managing the delicate balance between performance and compliance
- Ensuring authentic engagement and participation
- How to measure performance
- Is risk management really possible?



About your workshop leader:

Michael Field, Principal Consultant at Michael Field Pty Ltd is a strategic marketing consultant with a record of achieving business growth through innovative marketing strategies. His specialisation is strategic marketing for B2B, NFP and member services organisations.

Michael's professional experience includes director and executive positions across listed and private companies in publishing, online, business to business, not for profit (NFP) and member services organisations. He is also an active social media user and the founder of the LinkedIn group Next Director, a global community of more than 1600 emerging, aspiring, practicing and leading company directors.

Further information: www.michaelfield.com



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28 - 29 June 2010, Rydges World Square, Sydney

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Booking conditions

- Bookings can be submitted at any stage prior to the event, subject to availability. A limited allocation is being held and booking early is therefore recommended. In the event of the booking not being accepted by Ark Group Australia the total amount will be refunded.
- Payment must be received in full prior to the course.
- All speakers are correct at the time of printing, but are subject to variation without notice.
- If the delegate cancels after the booking has been accepted, the delegate will be liable to the following cancellation charges:
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 - In the event of a cancellation being between 45 and 30 days prior to the event, a 20% cancellation fee will be charged.
- For cancellations received less than 30 days prior to the event, the full delegate rate must be paid and no refunds will be available.
- All bookings submitted by e-mail, fax, or over the telephone are subject to these booking conditions.
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- Ark Group Australia will not be held liable for circumstances beyond their control which lead to the cancellation or variation of the programme.
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- Delegates are responsible for their own travel, accommodation and visa requirements.

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If you do not wish to receive this service, please tick this box

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Event venue and accommodation

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Rydges World Square, Sydney

389 Pitt Street

Sydney NSW 2000

Telephone: +61 2 8268 1888

Book online at: www.rydges.com/cwp/arkgroup

Group Discount

When you bring a team of three, you can bring a 4th delegate for free!

Can't make the event?

Connected forum CD is available!

If you can't take full advantage of this event, the CD gives you a useful record of the presentations made at the event for your reference. The CD is made available after the event at \$595 plus GST.

For more information contact Sophia Bailey

Phone: 1300 550 662

Email: sbailey@arkgroupasia.com

Sponsorship or Exhibition Opportunities

If you are interested in sponsoring or exhibiting at this event please contact Bhuwan Rai

Phone: 1300 550 662

Email: brai2@arkgroupasia.com