



## **The Digital YOU Executive Summary – Staff Development**

### **Statistics**

- 72% of online American adults use Facebook,... Usage continues to be especially popular among online women, 77% of whom are users. In addition, 82% of online adults ages 18 to 29 use Facebook, along with 79% of those ages 30 to 49, 64% of those ages 50 to 64 and 48% of those 65 and older. - *Pew Research Center*..
- 92% of job recruiters use social media as part of the screening process. 69% have rejected a candidate due to their social media. More people can see your Facebook posts than you would like to think. - *Lab42*.
- Staff and employees are being fired and being forced to resign due to social media posts on outlets such as Facebook, Twitter and Instagram.
- The FBI reports that social media is becoming the preferred source for identity thieves.

### **Examples**

- Justine Sacco, the infamous PR Executive at IAC - Back in 2013, before boarding her flight to South Africa, she tweeted: “Going to Africa. Hope I don’t get AIDS. Just kidding. I’m white!” She landed to a slew of texts and emails, among them a note from her manager informing her she’d been fired.
- Last year, university student Connie Levitsky decided to take a part-time job at Addition-Elle. Levitsky thought she was being supportive of her clientele when she took to Facebook to say: “Conquering the world, one well-dressed fat lady at a time.” Levitsky’s manager didn’t have the same definition of altruism, and Levitsky was fired immediately.
- A woman “applied for a job at a local Target department store and was denied. The reason? She already worked there – or rather, her Social Security number already worked there. Follow-up investigation revealed the same Social Security Number ... was used to obtain work at 37 other employers.”
- Audra realized she had a problem, when she got a statement from the IRS saying she owed \$15,813 in back taxes \_ even though she had not worked since her son was born in 2000. "How do you prove that you are you?" Audra Schmierer said. "It's like you are guilty until proven innocent." Audra’s SS# was used by 81 people in 17 states.

### **Plan of Action Needed**

Organizations must become pro-active, not reactive, in making staff and employees aware of the dangers of social media and technology use.

Preventing staff from posting inappropriate comments or photos online takes more than written policy and procedure. Stopping these posts before they occur requires building a culture of people who understand the risks and stop and think before they post. Properly training employees and bringing awareness to them is a necessary component in keeping them from making mistakes that **will** cause a major liability.



Common sense is not common knowledge. Few people know what information on their profile could lead to identity theft.

We can't stop staff and employees from being careless with sensitive information, but we can create a culture of employees who are aware of the risks involved in the use of social media.

This social media-oriented, cutting-edge world has created problems and pains that we have never had to deal with in previous generations. We must respond with cutting-edge, dynamic solutions in order to mitigate our risk associated with these problems.

The following items have been specifically designed by our company to facilitate a culture shift for your business/organization as you seek to address these issues.

### **TBG Solutions Inc. will provide:**

- **Training/Staff Development**
  - Statistics (% of social media users, online identity theft, data breaches, etc.)
  - Real world examples of social media posts that created liability.
  - Discussion on key information to remove from Facebook in order to prevent identity theft.
  - Steps to keeping your staff safe and managing the risk of a liability.
- **BeSafe in CyberSpace eBook** - Can be made available for your organization to download.
- **Mitigation Program** - A comprehensive Identity Theft Monitoring and Restoration program can be made available as an optional payroll deduction employee program.

*At the completion of our training, a document trail can be in place to show that your school is "Pro-Active" in the fight against Social Media Abuse, Identity Theft, rather than "Re-Active."*

### **Implementation**

Training lasts approximately 90 minutes. It is vitally important that training be held as mandatory to ensure all staff and employees understand the dangers and pitfalls of using social media, to complete a proper document trail and program coverage. To accommodate your organization's needs, several presentations of various numbers of employees can be scheduled. Additionally, new employee training and refresher courses are recommended.