



Gen Y and the workplace

the impact of online social networking on business (and careers)

Presented by: Micheal Axelsen
Director
Applied Insight Pty Ltd

INTRODUCTION





About this presentation

Objectives

- Discuss how online social networking affects a business
- Identify what GenY needs to do to for a long-term career
- Using online social networking for the power of good.

Agenda

- Introduction
- What can go wrong in fun and profit?
- In your career for the long haul?
- How business should respond
- Workin' it
- Summary & Conclusion



Expectations

Expectations

- What are your expectations from this session?

Strawpoll

- Who uses social networking websites?
- Anybody here 'Vlog Naked'?
 - (sorry, just wondering)




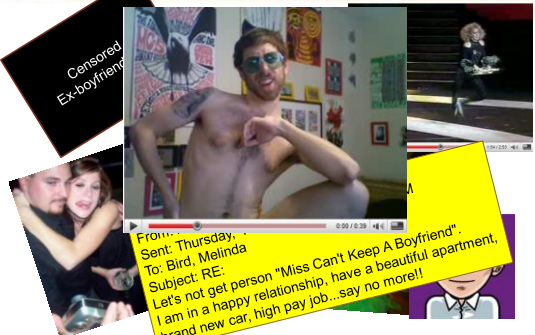

WHAT CAN GO WRONG IN FUN AND PROFIT




Some "funny" examples

Censored Ex-boyfriend

From: ...
Sent: Thursday, ...
To: Bird, Melinda
Subject: RE: ...
Let's not get person "Miss Cant Keep A Boyfriend".
I am in a happy relationship, have a beautiful apartment, brand new car, high pay job...say no more!!

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Some "less funny" examples

HOW THE BUTLER DID IT

As enjoyed by Rudd's personal as

While the PM tells public servants to work harder, his \$78,000-a-year assistant finds time for suppressing and shopping during busy social trip. Full report: [more pictures](#) Pg 2

DUMP YOUR PEN FRIEND

MOSSSSSSSYYYYYYYYYYYY!!!!!!!
 I'm gonna knock you out one of these days if you keep putting up stuiped photos when I'm drunk - ban you from tasking a fricken camera anywhere!!!!!!!

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What can happen?

3AW presenter misses bulletin for Facebook

BY MEGAN HILLER, MEGAN MORGANT AND JANE HETZELBERG

The team at 3AW have been instructed to switch their computer usage after the radio station missed an hourly news bulletin because the newsreader was on Facebook.

Last Sunday at 5pm the news theme was broadcast but was followed by a series of advertisements.

According to an insider - a producer raced to the messroom to see what was happening and found the reader on the computer.

By the time the news reader had announced her presence to broadcast the news, most of the 30-minute time slot had elapsed, the insider said.

The mix-up also threw Hagar 660 and regional stations that take 3AW's news into disarray.

"Questions were asked and the reader said she had 'computer problems'." Further investigations by the IT team found she was on Facebook at the time," the insider said.

Management at 3AW promptly sent a memo to all staff instructing them to stay off Facebook unless they were using it for research.

3AW management did not return calls on the matter.

boho: Landr 016200500 C 6 days ago

Related Coverage: [Baby](#) [View](#) [Watch](#)

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What can happen?

ccg

I have office keys! I am REAL! (added bonus, my patio is SWEET!) [ccg](#) [AM](#) February 26, 2008 [From web](#)

Bad service, worse stock, but and switch, and sever it please, thank you. [ccg](#) [AM](#) February 26, 2008 [From web](#)

Dear Fry's, I hate you. 5 mins to stop sucking or I buy a [ccg](#) [AM](#) February 26, 2008 [From web](#)

Woolworths

Woolworths is a leading Australian supermarket chain. We offer a wide range of fresh produce, groceries and household goods. Visit us online at [www.woolworths.com.au](#)

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IN YOUR CAREER FOR THE LONG HAUL?

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How to keep an online world sane

Simple things

- Common sense!
- Don't post in your real name – set up 3 email addresses:
 - Personal, anonymous email address that forwards to your main email (for blogging comments & mail lists) – but expect that this is not fail-safe
 - Personal (for *all* your personal email)
 - Work (for work email – no personal email!)
- Only post online what you'd be happy for Mum (or a potential recruiter/client) to see –
- Recruiters frequently google you these days, so avoid using hotabs77@gmail.com on your resume

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How to keep an online world sane

Simple things

- Wall posts are wall posts on someone else's wall, and a tweet is forever
- Get permission before you post a photo of someone online
- Only 'friend' friends!
- Be coy about your age
- Never post photos of official identification documents... Just so you know



How to keep an online world sane

For the more paranoid

- If you have a social networking website (e.g. MySpace, Facebook), use the privacy options – so many people don't
- Limit the sites you participate in – perhaps FaceBook for friends, LinkedIn for work colleagues?
- Do not accept a flung zombie, which Hero are you?, Blackjack or other application on Facebook
- Set up Google Alerts to monitor your name and email address



Google Alerts

www.google.com/alerts



How business should respond

Four key things to do

- Define appropriate activities
- Online Social Networking awareness training
- Monitor what's going on
- Respond appropriately

Professional monitoring services

- Reputation Hawk
- Reputation Defender
- Cymfony
- There are many others of course



How business should respond

Simple (and cheap)

- Google Alerts/Yahoo Alerts/MonitorThis
- Customer representatives join online, private, forums and lurk there while watching for issues
- Set clear expectations as to what staff can do with your brand name



Responding to online comments

- Don't post a hot and angry response
- Don't exercise legal muscle unless you really have to
- Respond with transparency and honesty, but take up discussions off-line at a senior level, after research!
- Engage with the author of the post is most effective





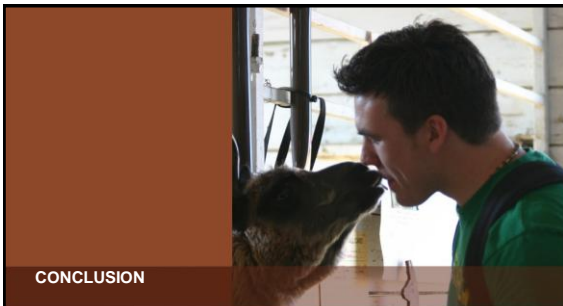
Right then, should it be banned?

- 'Burn and churn' isn't so effective any more – it's hard to fight demographics, so we need GenY/GenZ!
- How different is it to personal phone calls or emails?
- If you're working hard, these social networks allow you to keep a social life of some description
- Generational Change:
If you're over 25, you're over the hill
- A career is about experience, and 'GenY' knows that.
- GenX learns it the hard way.



It's like a horse and carriage...

- It's about building a dialog and a rapport – an online community can let you engage customers and employees
- At least lets you know when they're not engaged!
- Can tap into existing social networks for specific-purpose groups – I'd suggest that unless you truly need to control the group.
- This is today's (and tomorrow's) market square, and we've always said 'network, network, network' – so why would we remove access completely?



CONCLUSION



Conclusion

Review the expectations wall

- How did we go?

Obtaining a copy of the presentation

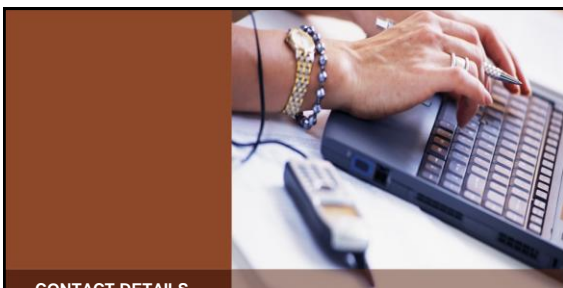
- See www.michealaxelsen.com for a copy of this presentation

Main Message

- Set up Google Alerts! (www.google.com/alerts)
- Set privacy options in Facebook/MySpace!
- Use three email addresses, and no private email at work!
- Know what your customers say about you at the virtual water-cooler!

Applied Insight Pty Ltd Services

- Social networking training for staff
- Social networking review for your business
- Social networking policies & procedures



CONTACT DETAILS

Micheal Axelsen
Director, Applied Insight Pty Ltd
m: 0412 526 375
t: +61 7 3139 0325
e: micheal.axelsen@appliedinsight.com.au
blog: www.michealaxelsen.com

Applied Insight Pty Ltd
PO Box 603
Toowong DC 4066
AUSTRALIA



About the speaker

Services

- Micheal Axelsen provides business systems consulting services – how can IT be made to work for your business?
- See www.appliedinsight.com.au and www.michealaxelsen.com for more.



Position and qualifications

- Director of Applied Insight Pty Ltd
- Chair of CPA Australia Information Technology & Management CoE
- Member of ISACA
- Qualifications
 - Bachelor of Commerce (Hons)
 - Masters of Information Systems
 - FCPA (Specialist in Information Technology)