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Walgreens Bayside Business Forum to focus on social media policies

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Vicki Fox David (clockwise from left), Jeff Alagood and Colin Mailloux.

The March Walgreens Bayside Business Forum will feature a distinguished group of panelists discussing the risks social media can have on companies.
The forum, “Social Media in the Workplace: Setting Policies and Training Employees to Protect Your Company’s Reputation Online,” will be held Friday, March 8 from 7:30 a.m. to 9:00 a.m., at Franklin Templeton, 100 Fountain Parkway N, St. Petersburg. It is free and open to the public.

There’s no shortage of news stories about employees whose comments or photos on social media have caused major public relations woes for their employers. This timely panel will explore ways to maximize the positive aspects of social media in the workplace, how to create good policies that educate employees and protect companies from legal action and learn what recourse employers have – and don’t have – when an employee embarrasses the company.

The panelists include Jeff Alagood, COO, AgileThought; Vicki David Fox, director of product development, SmartTeam; and Colin Mailloux, associate general counsel, USF. Michelle Bauer, president of Common Language, will serve as moderator.

“This topic of social media is one that can affect any company, no matter the industry or the size,” said Maling Ebrahimpour, Dean of the College of Business at USF St. Petersburg. “Social media use in the workplace has many advantages, but also presents companies with many risks. This forum will explore both sides of the issue and our panel of experts will offer some keen insight into the types of policies companies should have, best practices for such policies and what companies need to know about which social media activities are grounds for termination and which ones are permitted by law.”

The Walgreens Bayside Business Forum is presented by the Dean’s Advisory Council of the College of Business at USF St. Petersburg. The series focuses on interdisciplinary collaborations that are shaping Florida’s business future.

Continental breakfast and coffee will be served. Seating is limited, so reservations are requested. To RSVP, please call (727) 873-4700 or e-mail cob-events@usfsp.edu by Tuesday, March 5.

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