



Presented by  
Management Forum

# Social Media and the Workplace: Best Practices and Recruitment Insights

17 September 2025

If your employees are posting about your company on their personal social media accounts, do you know what you can and cannot do about it? And are you aware of how you can use social media for recruitment?



**Format:**  
Live online



**CPD:**  
3 hours for your records



Certificate of  
completion

# Course overview

**Social media is part of life, and most of our employees will have personal social media accounts. Are you aware of the risk that an employee could post something on their personal account that brings the employer into disrepute, or goes against company policy in some way?** Do you know what you can do about it?

If an employee is posting about your company on their personal social media account in their own time, can we do anything about this? What's the best way to manage this situation legally and fairly?

**Part one** of this webinar starts by exploring this issue, looking at a number of the many cases relating to social media abuse that have been brought to the Employment Tribunal. The expert trainer will identify what an employer can and cannot do, and what should be put into a social media workplace policy.

We will also explore the question of monitoring. To what extent can employers check what employees are doing? In exploring this, we will also consider the use of company internet and emails.

**Part two** moves on to think about the way that the employer can use social media in the recruitment process. Is it acceptable to check a job applicant against an internet search? If that does identify something of concern, what can we do? Again, the expert trainer will explore what should go into a company social media account.

Case studies and real-life examples will be used throughout this course to help embed the learning. There will also be time for you to ask your specific questions.

## Benefits of attending

By attending this course you will:

- **Understand** the limitations of the employer in relation to personal social media use
- **Learn** how to address breaches of social media policy
- **Examine** the impact of latest case law and damage to reputation
- **Explore** ways to legally monitor employee online activities
- **Get to grips** how to use social media for recruitment
- **Consider** the contents of your social media policy and its relevance

## Who should attend?

This course will be of particular interest to all people managers, including:

- Managers and supervisors
- HR professionals
- Marketing and communications personnel
- Legal and compliance officers
- IT executives

# Programme

## **What the employer can, and cannot, ask the employee to do with reference to their personal social media use**

- Social media policy compliance
- Access to personal accounts?
- Public and private posts

## **What is meant by 'damage to reputation'?**

- Perception and impact
- Legal and ethical violations

## **Addressing breaches of the social media policy – when to dismiss**

- Severity of the breach and impact on the workplace
- Consistency of policy enforcement

## **An exploration of relevant case law**

### **Monitoring the online activities of employees**

- Legal compliance
- Policy clarity
- Balanced approach

### **Using social media in the recruitment process**

- Candidate screening
- Brand promotion and attracting candidates
- Legal and ethical considerations

### **The content of a social media policy**

- Clear guidance for employees
- Ways to mitigate against the risks associated with social media use
- Promoting responsible use



# Presenter



**Kathy Daniels**

**Professor Kathy Daniels** retired from Aston University in the summer of 2024. Whilst at the University she held a number of managerial roles, latterly Associate Pro-Vice Chancellor (Engagement). Prior to joining Aston University Kathy held a number of senior roles in HR in the manufacturing sector. Kathy runs her own consultancy, writing, talking and advising – primarily in the area of employment law. She has written a number of books, including a textbook on employment law soon to be in its seventh edition. She is a member of the Employment Tribunal, sitting in Birmingham.

# Course date

**17 September 2025**

**Live online**

13:30-17:00 **UK (London)** (UTC+01)

Course code 15339

GBP ~~299 349~~

EUR **419 489**

USD ~~481 559~~

**Until 13 Aug**

## How to book



**Online:**

[ipi.academy/2958](https://ipi.academy/2958)

Alternatively contact us to book, or if you have any queries:



**Email:**

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**Phone:**

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## Discounts

- Booking more than one delegate on any one date qualifies for a **30% discount** on the second and subsequent places.
- Most events qualify for an **early booking discount** prior to 6 weeks before the course date. Be sure to check on our website, where the latest discounts will be shown.

## Further information

### Fee

The fee includes all meals and refreshments for the duration of the course (for venue-based courses) and a complete set of course materials (provided electronically). If you have any particular requirements, please advise customer services when booking.

### Please note

IPI Academy (and our training partners) reserve the right to change the content and timing of the programme, the speakers, the date and venue due to reasons beyond their control. In the unlikely event that the course is cancelled, we will refund the registration fee and disclaim any further liability.

### Terms and conditions

The rest of our terms, the event cancellation policy and the terms and conditions are on our website, please visit [ipi.academy/content/terms-and-conditions](https://ipi.academy/content/terms-and-conditions)



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