



Social Networking & Business ... Everybody is Doing it!

A Whole New Meaning, Risk & Corporate Responsibility

By: Peter E. Evanetz

An Evancom® Special CEO & Senior Executive Report
Social Networking—Your New Responsibility Part I

Acceptable Use Policies (AUPs)
Social Networking & Business

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Without question social media is changing the world and is now promoted as a business tool no business can do without. If you do not use it in your business now - you are being left behind in the crowd, losing sales and business opportunities. But before you jump into it with both feet remember the old saying "only fools rush in". There is a lot more to it than the promoters of social media would have you believe.

There is Facebook, Twitter, LinkedIn, Skype, Blogger, About.me, Ning, Zynga, Chat Rooms, Digg, Friendster, Instant Messaging ... just to name a few ... and then do not forget - you have the use of your company desktop computers, laptop computers, netbooks, tablets, cell phones and black-berries ... and then do not forget you have the use and access by employees from home, the office, the road or field and then do not forget

How do you as a CEO, Senior Executive, Director or Senior manager responsible for your organization keep track of it all?!? What are they used for? How are they used in you business? Do they have a place in your business? In what areas of your business? What are their real costs? What are the risks?

Social Networking, Social Media, and Business ... everybody is into it ... that can be your problem as a business or professional person - one of responsible use, management, administration, maintenance & control.

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NOTES & REMINDERS...



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This is the first of an Evancom® multi-part series to be released throughout 2011-2012 for my Small Business, Corporate and Professional clients. CEO's, Company Executives, Corporate Directors and Business Managers should find it of interest and value. After a reasonable period of time it may be released through traditional news and business magazines article for publishers who take an interest in the reports, and also on an Evancom® website as deemed appropriate.

Hopefully it will be thought provoking and of value to you. Your questions and comments are welcome via: TellMeMore@CanadianCorporateServices.com

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