

PRESENTATION DESCRIPTION

Event: LCHRMA Dinner

Date: October 19, 2010

Location: Eugene, OR

Session Title: LetsTalk Social Networking: Is it a gold mine or land mine for HR Professionals?

Session Description: Twitter. Facebook. LinkedIn. Ning. Does all of this hype about Social Media excite you, scare you, or just plain confuse you? The rise of these tools has caught the attention of the HR and business community by storm. It seems that more questions are asked about the use of social media than can be answered. Who should be using it? Is it safe to use? Is it ethical to use? Does it really work? Is it magic?

Let's look under the covers of social networking and find out how organizations can leverage it to create golden opportunities, while navigating the landmines to avoid potential risks and liability.