



**THE EXECUTIVE LINK: Social Media in the Workplace: Developing  
an Effective Social Media Policy**

In an effort to demonstrate our commitment to providing value to our executive-level members, CMA Ontario is offering this highly informative knowledge and networking session exclusively for your peer group, regarded as **THE EXECUTIVE LINK**.

Social media is here to stay. Does your organization have a social media policy? Having a clear social media policy is critical as this medium is being used by more and more people every day. An effective policy can help protect employees, clients and your company.

Facebook has over 500 million users. If Facebook were a country it would be the third largest in the world.

Twitter has over 175 million users and over 95 million tweets are posted every day.

As social media use continues to grow, more and more workplace issues are surfacing. In this session, you'll learn some social media trends, how to create a pro-active policy, how to set clear employee expectations on social media use and how to reduce social media risk to your organization.

**Key Learning Outcomes:**

- Understand must-haves for your social media policy
- Learn how social media can affect the employment relationship
- Create a policy that is pro-active and can embrace the future of social media

**Who Should Attend?** Anyone interested in understanding the importance of creating an effective social media policy for their workplace.

**Presenter: Bruce Wilson**

**Bruce Wilson** is the Vice President of Human Resources and Organizational Development at Surrey Place Centre. Bruce has nearly 20 years of Human Resource Management experience in the private and not-for-profit fields.

**Date:**

Tuesday, June 28, 2011

**Location:**

CMA Ontario - Microsoft Dynamics Business Lounge  
70 University Avenue, Ground Floor  
Toronto, Ontario M5J 2M4  
(416) 977-7741

**Time:**

7:30 a.m. to 8:00 a.m. – Networking Breakfast (Continental)  
8:00 a.m. to 9:00 a.m. – Presentation  
9:00 a.m. – Interactive Question & Answer Session

**Cost:**

\$65.00 plus HST

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**REGISTRATION:**

To register online please visit the CMA Ontario Member Portal at <http://members.cma-ontario.org>.

To register by email or fax please complete the form below and send to Leena Rosenberg at 416-977-1365 (fax) or [lrosenberg@cmaontario.org](mailto:lrosenberg@cmaontario.org).

Guests (non-members) may register by email or fax by completing the form below and sending to Leena Rosenberg at 416-977-1365 (fax) or [lrosenberg@cmaontario.org](mailto:lrosenberg@cmaontario.org).

**CPLD:** 2 credits

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**REGISTRATION FORM**

Please fax or email your registration form to Leena Rosenberg, Tel : (416) 204-3140 or (800) 387-2991 ext 140,  
Fax (416) 977-1365, [lrosenberg@cma-ontario.org](mailto:lrosenberg@cma-ontario.org)

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**CMA Ontario – Microsoft Dynamics Business Lounge – 70 University Avenue – Toronto**

Name: \_\_\_\_\_ I am a Member:  I am a guest (non-member):

Member #: \_\_\_\_\_ Tel: \_\_\_\_\_

Guest Name(s): \_\_\_\_\_

Credit Card (Visa/MasterCard/AMEX): \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Dietary Restrictions: \_\_\_\_\_

**No refunds for cancellations after June 21, 2011. Substitutions accepted at no charge.**

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