

Hope Eastman Provides Commentary for HREOnline Article on Social Media Misconduct

Hope Eastman provides commentary for Human Resource Executive article, “Cracking Down on Social-Media Misconduct,” by Mark McGraw (May 29, 2014). The article addresses the rise of social media use in the workplace, the increase in discipline by employers for improper use, and why it is important to revisit social media policies to address these concerns.

“The organization must also ensure that employees see and sign for such policies upon joining the company as well as when policies are updated, adds Hope B. Eastman, a Bethesda, Md.-based principal with Paley Rothman and co-chair of the firm’s employment law group. Of course, policies must also be actively enforced, says Eastman. ‘Failure to enforce can be seen as a waiver or can cause other problems down the line,’ she says, ‘such as when the company chooses to enforce the policy against one employee but failed to previously enforce it against another.’ Before drafting a policy, employers must be clear about the business risks they seek to address, and must ‘be aware of the ever-changing laws that govern these policies in the United States and in many other countries,’ Eastman says.”

The full article, “Cracking Down on Social-Media Misconduct,” can be found on Human Resource Executive Online.