



# Social Media and HR SEMINAR

Strategies to Optimize Your  
Social Media Presence

**December 7-8, 2017**  
The Conference Board  
Conference Center  
New York, NY

[www.conferenceboard.org/socialhr](http://www.conferenceboard.org/socialhr)

# Agenda

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## Day One

Thursday, December 7, 2017

Welcome and Introductions: 9 - 9:30 a.m.

**Jill Christensen**, Program Director, **The Conference Board**

9:30 - 10:15 a.m.

### **Legal View: Knowing the Laws that Govern and Protect Your Employees on Social Media**

Most people who are of working age have an online presence, otherwise known as a digital footprint. Employers can easily find what their employees post online, but what can they do with that information once they discover it? Are employees protected? In this session, you'll hear the most recent Federal labor laws, which regulate the relationship among employees, unions, and management.

**Art Lambert**, Partner, **Fisher & Phillips LLP**

10:15 - 11 a.m.

### **Creating a Balanced Social Media Policy that Safeguards Your Company's Reputation**

Social media consists of a broad range of online activity, all of which is publicized and traceable. Most people are avid social media users fueling an infinite platform for promulgating even the meekest of thoughts. Learn how you can empower high-quality engagement with an effective social media policy.

**Enid Alvarez**, HR Director, **Odyssey Logistics & Tech Corp.**

Morning Refreshment Break: 11 - 11:30 a.m.

11:30 a.m. - 12:15 p.m.

### **Improving HR/Employee Communications in a Social Age**

This session explores how workforce expectations and the use of digital technologies are changing the employer/employee relationship, including how organizations ignite change. Learn how IBM embraced social platforms to crowd-source a new global performance management approach and social listening, to shape and predict engagement and modify policies.

**Carrie Altieri**, VP, Communications, People and Culture, **IBM**

Networking Lunch: 12:15 - 1:15 p.m.

1:15 - 2 p.m.

### **Developing a Meaningful Corporate Social Media Strategy that Enables Employees to be Great Brand Ambassadors**

Many corporate structures are not straight forward; companies are made up of units, divisions, subsidiaries and JVs. In a matrixed environment, how do you build a partnership with the talent team to create social media channels and brand ambassadors at the parent company level? In this session, you'll discover how PVH Corp. (parent of Calvin Klein and Tommy Hilfiger) are successfully making it happen.

**Tiffin Jernstedt**, Senior VP, Communications, **PVH Corp.**

**Monica Canto**, VP, Global Talent Acquisition, **PVH Corp.**

2 - 2:45 p.m.

### **Social Media Ownership: Who Takes the Lead in HR and How to Craft a Playbook**

Social Media provides an amazing opportunity for HR professionals to get employees engaged, participate in programs, and share about office culture. But which HR group should take the lead and what should your social media strategy focus on? Kohler will teach you a best-in-class solution that will provide the answers and differentiate your company in the market place.

**Ugur Archan**, Senior HR Analyst, **Kohler**

Afternoon Refreshment Break: 2:45 - 3:15 p.m.

3:15 - 4 p.m.

### **How Internal Social Media Helps Employees, Teams, and Organizations Succeed**

Internal social media helps companies increase knowledge-sharing, collaboration, and innovation. What's more, every interaction that takes place on an enterprise platform generates data that companies can analyze. Learn more about the challenges and opportunities of using internal social media as a human capital tool.

**Stela Lupushor**, Program Director, **The Conference Board**

**Mary Young**, Principal Researcher – Human Capital, **The Conference Board**

Key Takeaways & Closing Statements 4 - 4:30 p.m.

**Jill Christensen**, Program Director, **The Conference Board**

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## Day Two

Friday, December 8, 2017

Welcome and Introductions: 8:45 - 9 a.m.

**Jill Christensen**, Program Director, **The Conference Board**

9 - 9:45 a.m.

### **Providing a Guiding Light Through the Hiring Experience**

In this innovative session, Johnson & Johnson shares their perspective on candidate pain points and how they've built a new platform to address them.

**Amanda Ciocci**, Manager, Candidate Experience, **J&J**

**For sponsorship opportunities, please contact [michael.felden@conferenceboard.org](mailto:michael.felden@conferenceboard.org)**

9:45 - 10:30 a.m.

### **Leveraging Employees as Advocates on Social Media**

Employees are a company's strongest advocates. They have a vested interest in performance and a genuine fondness for the product or brand they support. More than that, they have the trust and confidence of their personal social networks that a company lacks. Employee-shared content typically receives 7X the engagement of brand-shared content – that's social reach that simply can't be overlooked.

**Jen Lau**, Internal Communications Manager, **Avaya**

10:30 - 11:15 a.m.

### **The Inside Scoop: Engaging Your Employees in Your Employer Brand**

Learn how to attract top talent using your internal storytellers (your employees!) and social media to show the world what it's like to work in your company. This session will focus on how to harness each social media platform to amplify your employer brand, hire top talent, and engage your employees.

**Macy Andrews**, Senior Director, Global Talent Brand and Culture, **Cisco**

Morning Refreshment Break; 11:15 - 11:30 a.m.

11:30 a.m. - 12:15 p.m.

### **Engaging Employees to be Strong Brand Ambassadors**

Using employees as social media influencers in your marketing is the practice of building relationships with the people who can build relationships for you. Whether an employee's audience is small or large, an influencer can reach consumers via their blogs and social networks that your brand may not be able to. In this session, you'll learn how to create strong employee advocates.

**Tamika Rivera**, Senior Communications Strategist and Digital Visionary, **Verizon Wireless**

12:15 - 12:45 p.m.

### **Panel Discussion: Social Media's Impact on Recruiting – Staying Ahead of the Curve**

This panel discussion will focus on how to strategically use social media to attract, recruit and retain top talent.

Key Takeaways & Closing Statements 12:45 - 1 p.m.

**Jill Christensen**, Program Director, **The Conference Board**

# REGISTRATION INFORMATION

**Online** [www.conferenceboard.org/socialhr](http://www.conferenceboard.org/socialhr)

**Email** [customer.service@conferenceboard.org](mailto:customer.service@conferenceboard.org)

**Phone** 212.339.0345

*8:30 am – 5:30 pm ET, Monday – Friday*

<b>Pricing:</b> <b>REGISTER EARLY AND SAVE!</b>	
<b>Members</b>	<b>\$1,795</b>
<b>Non-Members</b>	<b>\$1,995</b>

Fees do not include hotel accommodations.

## Location

### The Conference Board Conference Center

845 Third Avenue (Between 51<sup>st</sup> and 52<sup>nd</sup> St.), 3<sup>rd</sup> Floor

New York, NY 10022

Tel: 212.339.0345

## Cancellation Policy

Full refund until three weeks before the meeting. \$500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

## Team Discounts per Person

For a team of three or more registering from the same company at the same time, take \$150 off each person's registration. One discount per registration. Multiple discounts may not be combined.

