OBJECTIVE:
The use of sites such as Facebook, Twitter, and LinkedIn is exploding leading to emerging risks. Companies are starting to more actively manage the social media usage of its employees. This survey was conducted in order to assess how compliance professionals are managing the use of social media.

METHODS USED:
Responses were collected from compliance and ethics professionals in the database of the Health Care Compliance Association and Society of Corporate Compliance and Ethics. A total of 485 responses were received from private and public companies as well as non-profits.

KEY FINDINGS:
- 31% of respondents reported that their organizations have adopted policies specifically addressing the usage of social media sites outside of work.
  - This is an increase from the 10% reported in 2009.
- 21% of companies rely on more general policy for social media.
- Companies often set site specific policies for workplace access.
  - 47% reported that anyone is permitted to access LinkedIn.
  - 32% reported that Facebook or Twitter could be accessed by an employee.
  - 35% reported that no one may access Facebook or Twitter at work.
- For profits were far more likely than non-profits to allow access to LinkedIn (55% vs. 41%)
- Healthcare companies were less likely to allow access.
- 42% reported that their organization has had to discipline an employee for behavior on these sites.
  - Up significantly from the 24% which was reported in 2009.
- An increase in incidents and policies has not been matched with increasingly systematic approaches to monitoring compliance.
CONCLUSION:

- Businesses have woken up to the risk and opportunities posed by social media. Increase in usage of social media sites have been accompanied by increased efforts to control activities inside and outside of the workplace.
- There appears to be a lack of rigor around implementing set policies.
- Lack of formal monitoring programs was identified.
- The gap between policies and adequate procedures to implement them could pose a significant risk. If a policy exists but is not enforced, employees may come to think it is a policy that the company does not care about.
- Organizations can expect continued turmoil around social media. Usage patterns continue to evolve, so it is best for policy to be flexible enough to accommodate a quick moving target.

Full Report