

remember to include the outsourced IT specialists in your plans.

You Decide | Case Study

Responsible Blogging and Social Networking for Work

Mimi is the supervisor for a local electronics store that also sells and installs home theaters. The store has a loyal following and an excellent reputation. The business recently expanded, which required hiring three new people.

Eldrick, one of the new employees, has outstanding skills and expertise with all the store's products. He is also a regular Internet user, blogger, and social networker. Eldrick is very enthusiastic about his new job. In fact, he placed a lengthy posting on his social networking page describing the store, his coworkers, and a few of the customers. He did not use anyone's name, but he used enough details that people familiar with

the store know whom he was talking about. One of his comments describes his boss as "really nice and pretty hot." Mimi learned about the posting from a customer.

Questions

1. If you were Mimi, how would you handle this situation?
2. What are the potential consequences if Mimi ignores Eldrick's actions?
3. How can Mimi take advantage of Eldrick's interest in Internet resources to benefit the store?
4. Does Eldrick's blog pose any security risk to the company? Why or why not?