



## How to Use Social Media Legally in Workplace

The use of social media in the workplace has increased rapidly and the spontaneous and far-reaching character of social media posts makes them extremely powerful in promoting an organizations' brand and also giving rise to platforms that facilitate the interaction of employees, employers and clients. However, it also raises legal issues, for example, those relating to privacy and personal data protection in personal and cooperate level, trademark or copyright infringement, social media marketing, labor relations, defamation, discrimination, internet abuse (cyber slacking, cyber bullying) and sometimes even criminal liability.

### Course Objectives

This course is designed to assist the participants to understand relevant statutes, e.g. Personal Data (Privacy) Ordinance (Cap.486, Law of Hong Kong), Disability Discrimination Ordinance (Cap. 487, Law of Hong Kong), Race Discrimination Ordinance (Cap. 602, Law of Hong Kong), Defamation Ordinance (Cap. 21, Law of Hong Kong) etc. and relevant court judgments in relation to the use of social media so as to assist them to formulate a proper and practical social media management within the workplace in order to protect the right and interest of the cooperates, employees, also to facilitate the business relationship with clients.

### Course Content

- Social media (corporate use/ employee use)
- Relevant law relating to privacy, confidentiality and personal data protection
- Relevant law relating to defamation
- Relevant law relating to discrimination
- Internet abuse
- Relevant law relating to social media and intellectual property rights
- Social media evidence in court
- Relevant practical issues in social media management



**Speaker:** Ms LAU-Wan-ching Barrister-at-Law

**Date & Time:** 5 December, 2017 (Tuesday) 9:30am - 5:30pm

**Venue:** CED School of Business (3<sup>rd</sup> Floor, 210 Java Road, North Point, Hong Kong)

**Language:** Cantonese with English terminology

**Fee:** HK\$1900/\*HK\$1700

(\*Settle payment on or before 24 November 2017 or 3 delegates apply together)

**Award:** Participants who successfully complete this course will be issued a Certificate of Attendance from CED School of Business

**Enquiry:** Tel: 2153 9887      Email: training@ced.edu.hk

## Enrolment

Please make cheque payable to “**CED School of Business**” and send it together with the Enrolment Form to:

CED School of Business, 210 Java Road, 3/F., North Point, Hong Kong

### Enrolment Form

#### How to Use Social Media Legally in Workplace 5 December 2017 (Tuesday)

*Applicants should fill in all details in block letters and fax to (852) 2770 3230 or e-mail to [training@ced.edu.hk](mailto:training@ced.edu.hk)*

Company Name		Contact Person Name:	
Address		Telephone:	
		Position:	
		Email:	
Delegate Name (Mr/Ms)		Delegate Name (Mr/Ms)	
Position		Position	
Telephone	Fax	Telephone	Fax
Mobile:		Mobile:	
Email		Email	

- ✓ Seats are limited and available on a first-come-first-served basis.
- ✓ Confirmation of class schedule will be sent one week before class starts. If you do not receive any confirmation three days prior to the course, please call (852) 2153 9887
- ✓ Payment should be made together with the enrolment form before the course commencement or before the early bird deadline.
- ✓ Applicants are expected to attend the training at the place and time specified in the leaflet. In case of cancellation, please notify us in writing 14 working days prior to the event. Substitutions can be made at any time without penalty.
- ✓ Should a delegate fails to attend or withdraw after cancellation deadline, the full course fee remains payable and no refund.
- ✓ Official receipt will only be issued upon written request.
- ✓ Training Services Provider reserves the right to make alternations regarding arrangements.
- ✓ Which channel do you get the information of this training courses? 1.  Fax    2.  Email    3.  Website    4.  Seminar  
5.  Facebook    6.  LinkedIn    7.  Advertisement    8.  Business Manager  
9.  Others:(Please specify)\_\_\_\_\_

All the above information will be strictly used by CED School of Business for processing the application of the course only. For the details of the Personal Data (Privacy) Ordinance, please visit: <https://www.pcpd.org.hk/english/files/pdpo.pdf>

I agree and accept the above terms and conditions

Signature : \_\_\_\_\_ Date : \_\_\_\_\_