

## CTSI Offers Class To Counties On Acceptable Social Media Conduct

A new class that CTSI has available for your employees is a class demonstrating the problems with misuse of the internet, email, texting by phone or on the web, and other social media while at work. The demonstrative film clips in this class will hit home for all users of new technology.

Topics covered individually in this class:

- Social media, Email
- Instant messaging and texting
- General internet use (firewalls, security, etc)
- Cyber bullying and sexting
- Managing work stress appropriately
- Positive and negative communication
- How to model positive verbal behaviors
- Positive reinforcement

Some of the problems aggravated by instant social access to communications include:

- A decrease in efficiency due to the mislabeling, misuse, misunderstandings, or distractions of electronic communications

- Rapid transmission of misinformation, misunderstandings, opinions, or gossip especially negative viewpoints
- Invasions of privacy and increase in interpersonal conflicts in public
- Decreased attention to using polite plain language geared to business audience, and lowering of “business communication” standards

### What This Means to Counties

Make sure your employees are told how to communicate, what to communicate, and how to appropriately use the various social media and electronic communication tools available to them at work. Don't leave their use of social media to chance, since their individual experiences and standards of use will vary with their backgrounds. Schedule this class for all county representatives who have access to smartphones, the web, and other social media at or for county work if you want to improve business outcomes for your county.

For further information, contact CTSI at 303-861-0507.