

Survey Says: Companies Want to Monitor Workers on Social Networks – Shocking!

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A new survey from Deloitte reported that the growing role of social networks and the dilemma they present for corporations that spend huge amounts to burnish their image.

Some of the results the professional services firm found:

- 60% of the executives interviewed believe they have a right to know how employees portray themselves and their organizations.
- About 53% of employees say that their social networking activities should not be any concern of their employer
- Approximately 74 % of employees recognize that social networks make it easier to damage a company's reputation.

Read the article in full in Business Week:

http://www.businessweek.com/technology/technology_at_work/archives/2009/05/workers_social.html?campaign_id=rss_tech

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Kara works with legal marketers to create a more clearly defined focus and distinctive business strategy that will provide them with a competitive advantage for new business, higher reputation recognition, and enhance their ability to attract, win, and retain the clients they really want.