

CFO Series

AI in the Digital World

Technology's Impacts

Part 4/4

September 21, 2026

Presented by: Rob Berry, MBA, CPA, CIA, CISA



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**THE
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Beyond Likes & Shares: The Ethics of Social Media at Work

Written by

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Ph.D.



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About the Author



Jane Mims, Ph.D., is a certified psychotherapist and executive success coach based in Memphis, TN.

She is known as “Dr. Jane” to her clients and mentees, and is happiest in work when she is working one-to-one with clients & teaching students like you.

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@GILDcoaching



Polling Question #1

Social Media?

- What social media platforms do you use?
 - a) LinkedIn,
 - b) Facebook,
 - c) Instagram,
 - d) TikTok,
 - e) Other (please describe _____),
 - f) Several of the above, or
 - g) None, thank you!

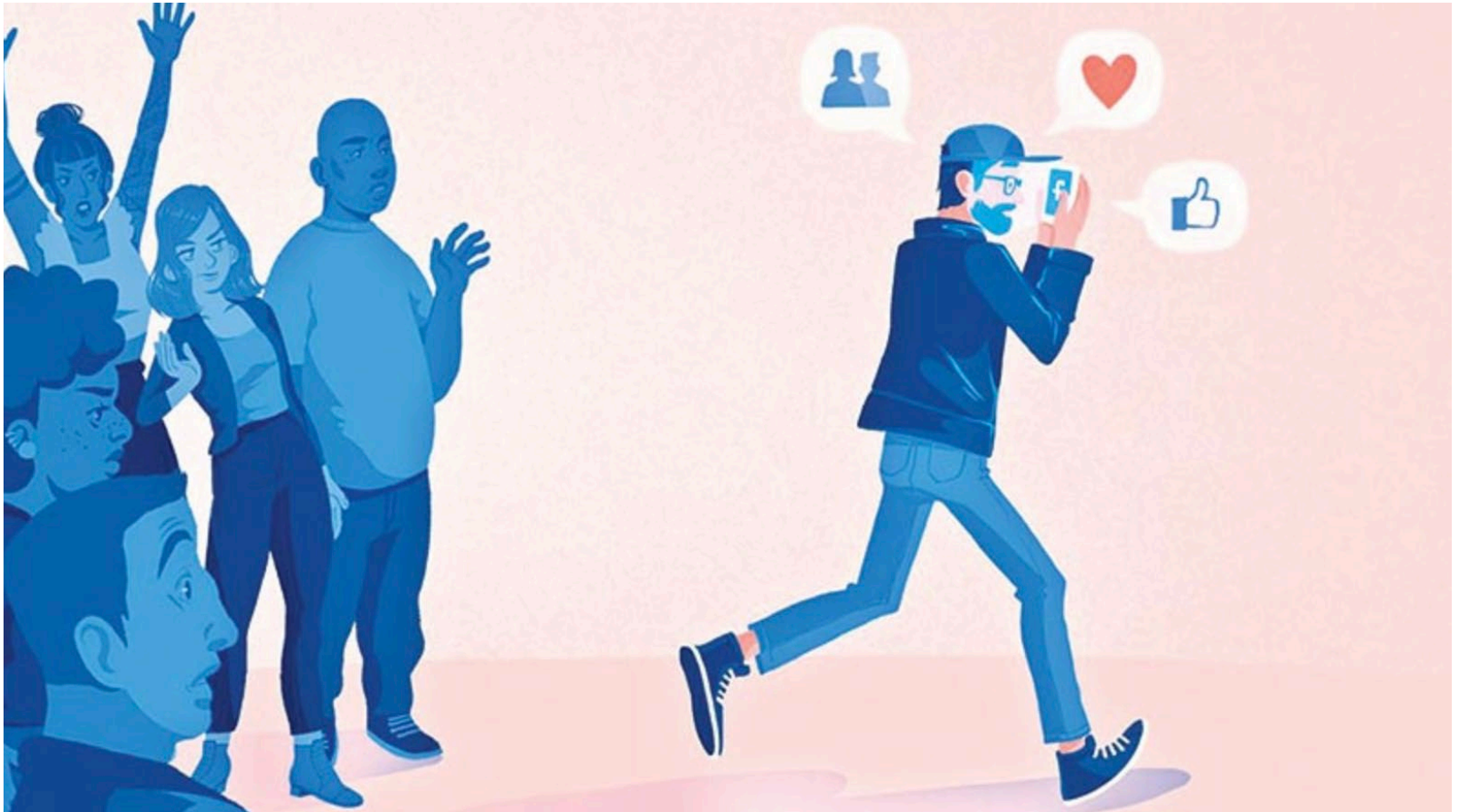


The Impact is Significant





The Impact is Significant





The Impact is Significant





The Impact is Significant





The Impact is Significant





The Impact is Significant





Today's Topics

- Why social media ethics are crucial in the workplace
- The impact of social media in professional settings
- Common ethical dilemmas
- What's okay & what's not okay to say
- Imposing guidelines on staff
- Managing risk to the company
 - Legal boundaries



Today's Topics

- Why social media can be a problem in the workplace
- The impact of social media on professional settings
- Common ethical dilemmas
- What's okay & what's not okay to say
- Imposing guidelines on staff
- Managing risk to the company
 - Legal boundaries

*This Will Be A
Very Interactive
Class!!*



Case Discussion #1

Impact of Social Media





Everyone Is Impacted





The Impact is Significant

- LinkedIn 346,634,200 users (2023) - www.proofof.com
- X 3,346,633 users www.proofof.com
- Facebook 3,346,634,200 users (2022) - www.proofof.com
- WhatsApp 4,200 users (2024) – www.proofof.com
- TikTok 3,346,634,200 users (2022) - www.proofof.com



Why Does This Even Matter?



Photo: Wikimedia



Why Does This Even Matter?

- Protecting reputation



Photo: SpotonWiFi.com



Why Does This Even Matter?

- Protecting reputation
- Maintaining trust



Photo: GILDCoaching.com



Why Does This Even Matter?

- Protecting reputation
- Maintaining trust
- Preserving confidentiality





Why Does This Even Matter?

- Protecting reputation
- Maintaining trust
- Preserving confidentiality
- Avoiding legal risks
- Promoting diversity and inclusion



Why Does This Even Matter?

- Protecting reputation
- Maintaining trust
- Preserving confidentiality
- Avoiding legal risks
- Promoting diversity and inclusion
- Enhancing productivity



Polling Question #2

Social Media Policy?

- Does your company have a social media use and content policy?
 - a) Yes
 - b) No
 - c) I'm not sure
 - d) I think they're developing one



Impact on Workplace Dynamics



Photo: GILDcoaching.com



Impact on Workplace Dynamics

- Communication
- Networking
- Brand representation





Impact on Workplace Dynamics





Polling Question #3

Phones In Meetings

- If someone checks their phone in a meeting, do you consider it inappropriate in any way?
 - a) Yes (please explain)
 - b) No (please explain)
 - c) It's a gray area... (please explain)
 - d) Other (please explain)

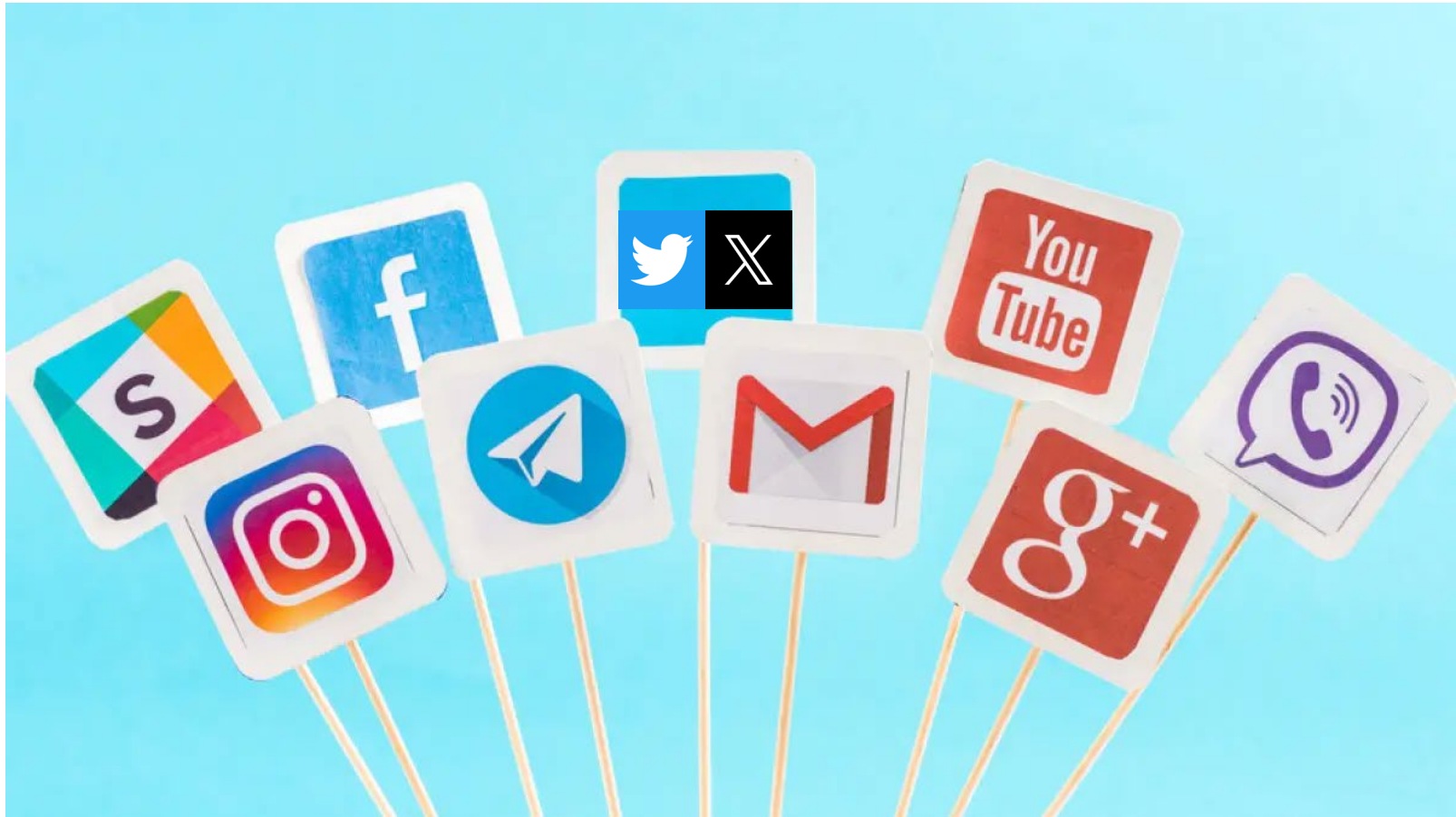


Impact on Workplace Dynamics

- Communication
- Networking
- Brand representation
- Productivity & distraction
- Morale & culture



Impact on Workplace Dynamics





Impact on Workplace Dynamics

- Communication
- Networking
- Brand representation
- Productivity & distraction
- Morale & culture
- Legal & regulatory compliance
 - Privacy
 - Confidentiality
 - Harassment
 - Discrimination
 - Intellectual property rights



Case Discussion #2

Vacation Photos & Co-Worker Comments





Polling Question #4

Case Study #2 Thoughts

- Did the employee who made the comment do anything wrong?
 - a) Yes (please explain)
 - b) No (please explain)
 - c) It's a gray area (please explain)
 - d) Other (please explain)





Common Ethical Dilemmas





Common Ethical Dilemmas

- Confidentiality
- Conflict of interest
- Misrepresentation
- Inappropriate content
- Endorsements/sponsorships



www.everypress.co.uk

Pexels.com



Fired for Social Media Posts





Fired for Social Media Posts

tinder

THE DAILY
BEAST



WorldAtlas



Fired for Social Media Posts





Fired for Social Media Posts





Fired for Social Media Posts



BusinessInsider.com



Case Discussion #3

Change of Opinion?





Fired for Social Media Posts



Facebook.com



Polling Question #5

Teacher Drinking on Vacation...

- Should that teacher have been fired?
 - a) Yes (please explain)
 - b) No (please explain)
 - c) It's a gray area... (please explain)
 - d) Other (please explain)



Cause and Effect





Social Media's Perceived Anonymity





Social Media's Perceived Anonymity





Social Media's Perceived Anonymity

- Disinhibition





Social Media's Perceived Anonymity

- Disinhibition
- Audience perception





Social Media's Perceived Anonymity

- Disinhibition
- Audience perception
- Echo chambers and polarization





Social Media's Perceived Anonymity

- Disinhibition
- Audience perception
- Echo chambers and polarization
- Instant gratification





Polling Question #6

Instant Gratification?

Which of these would be gratifying for you?

- a) Chocolate cake, a fork, and privacy
- b) Someone says “good job”
- c) I get 20 likes immediately when posting something
- d) All of the above
- e) None of the above/Other (tell us what gratification means to you)



Social Media's Perceived Anonymity

- Disinhibition
- Audience perception
- Echo chambers and polarization
- Instant gratification
- Perceived distance





Case Discussion #4 (part 1)

Social Media Mess



Indeed.com



Case Discussion #4 (part 2)

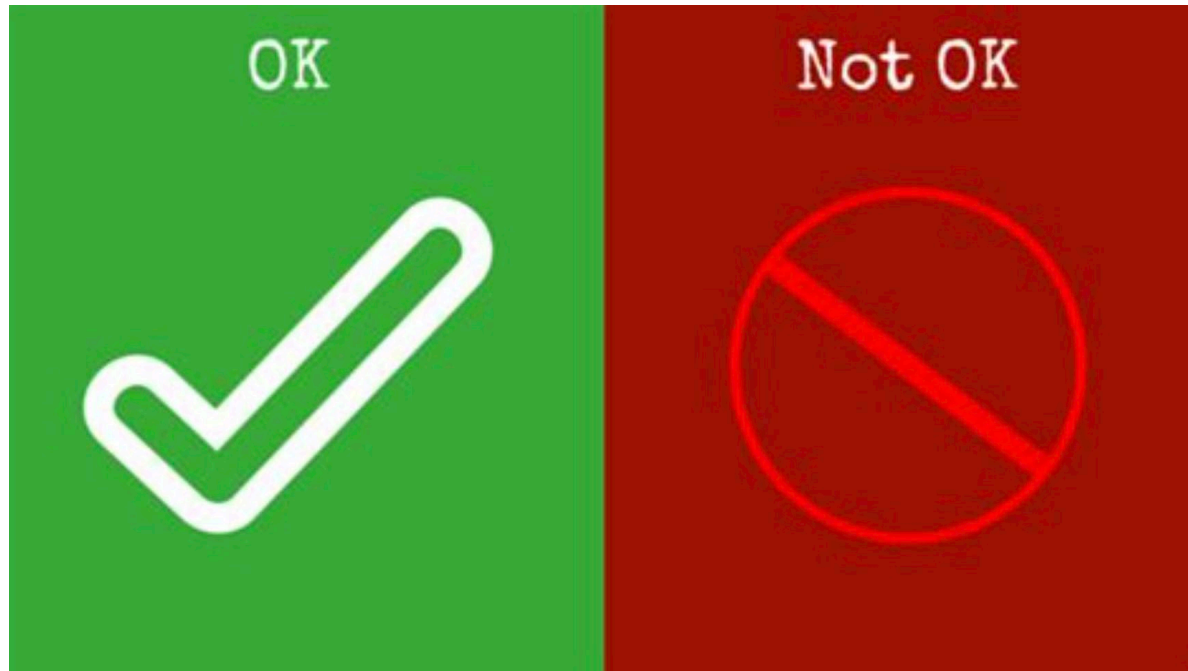
What is Your Experience...



[Thecoachcollective.com](https://thecoachcollective.com)



What's Okay/What's Not Okay?



Infinitetech.com



What's Okay/What's Not Okay?

Clear guidelines help!





What's Okay/What's Not Okay?

Clear guidelines help!

- Do your posts align or conflict with your organization's values?



What's Okay/What's Not Okay?

Clear guidelines help!

- Do your posts align or conflict with your organization's values?
- Is your content respectful & considerate?



What's Okay/What's Not Okay?

Clear guidelines help!

- Do your posts align or conflict with your organization's values?
- Is your content respectful & considerate?
- Are you sharing authentic and accurate information?



What's Okay/What's Not Okay?

Clear guidelines help!

- Do your posts align or conflict with your organization's values?
- Is your content respectful & considerate?
- Are you sharing authentic and accurate information?
- Does your content respect privacy and confidentiality?



What's Okay/What's Not Okay?

Is it okay to share third-party posts?





What's Okay/What's Not Okay?

Is it okay to share third-party posts?

- Accuracy
- Alignment
- Association



What's Okay/What's Not Okay?

Is it okay to share third-party posts?

- Accuracy: credible, verified?
- Alignment
- Association



What's Okay/What's Not Okay?

Is it okay to share third-party posts?

- Accuracy: credible, verified?
- Alignment: do a values check?!
- Association



What's Okay/What's Not Okay?

Is it okay to share third-party posts?

- Accuracy: credible, verified?
- Alignment: do a values check?!
- Association:; you eliminated neutrality



What's Okay/What's Not Okay?

Is it okay to share third-party posts?

- Accuracy: credible, verified?
- Alignment: do a values check?!
- Association:; you eliminated neutrality

CONFIDENTIAL



Polling Question #7

Has Your Data Been Compromised?

- a) Yes, from a company that got hacked,
- b) Yes, my account was hacked,
- c) No, thank goodness.
- d) I don't think so.





What's Okay/What's Not Okay?

Clear guidelines help!

- Do your posts align or conflict with your organization's values?
- Is your content respectful & considerate?
- Are you sharing authentic and accurate information?
- Does your content respect privacy and confidentiality?
- Does this NEED to be said?
 - Is it relevant?
 - Is it appropriate?



Guidelines for Staff

- Training & education
- Update & reinforce
- Monitor & enforce
- Exercise transparency





Case Discussion #5

Do You Look...



Thecoachcollective.com



Managing Company Risk

Helpful strategies:

- Crisis management





Managing Company Risk

Helpful strategies:

- Crisis management
- Monitoring tools



Managing Company Risk

Helpful strategies:

- Crisis management
- Monitoring tools
- Response protocol



Managing Company Risk

Helpful strategies:

- Crisis management
- Monitoring tools
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- Legal considerations





Managing Company Risk

Helpful strategies:

- Crisis management
- Monitoring tools
- Response protocol
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- Continuous improvement



Managing Company Risk

Helpful strategies:

- Crisis management
- Monitoring tools
- Response protocol
- Legal considerations
- Continuous improvement

The whole point is:

Safeguard your company's reputation!



Polling Question #8

What Happens If You Don't Have A Policy & Something Goes Wrong?

- a) We're really in trouble,
- b) Make it up as we go,
- c) Immediately call an attorney,
- d) Update my resume, or
- e) I'm not sure?





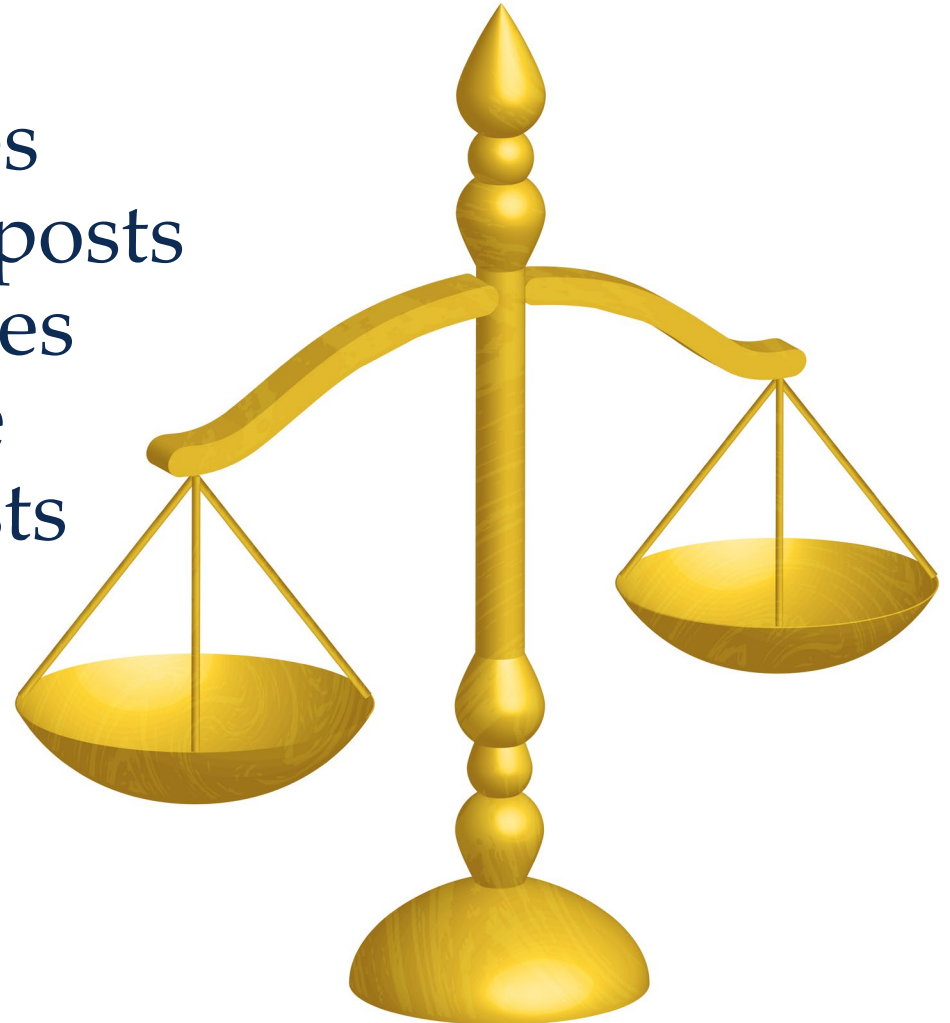
The Legal Perspective





The Legal Perspective

- Jurisdiction laws
- Company policies
- Public v. private posts
- Protected activities
- Consent & notice
- Balancing interests





Conclusion



Elon Musk ✓ @elonmusk · 17h



Should I step down as head of Twitter? I will abide by the results of this poll.

Yes

57 %

No

43 %

17.502.391 Votes · Endergebnisse



303K



408K



451K



Snoop Dogg ✓ @SnoopDogg · 14h



Should I run Twitter ?

Yes ☺

81 %

No

19 %

1.992.728 Votes · 9 Stunden 21 Minuten übrig



6.929



34,1K



88K





Conclusion

- Why social media ethics and guidelines are crucial in the workplace
- The impact of social media in professional settings
- Common ethical dilemmas
- What's okay & what's not okay to say
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Suggested Considerations for Social Media Guidelines



This is a list of potential guidelines you may consider to implement, this is not all inclusive. The language is intentionally crafted to reinforce professionalism without sounding authoritarian. These examples provide some breadth while clearly defining appropriate boundaries and expectations, that will vary by organization.

- If you identify yourself as an employee of the company on your social media profiles, remember that your public posts may be associated with the organization.
- Do not post confidential, proprietary, financial, or client-related information under any circumstances.
- Avoid sharing internal conversations, screenshots, emails, or workplace disputes on social media.
- Before posting, ask yourself whether you would be comfortable if the content were seen by your supervisor, a client, a board member, or a future employer?
- Always assume that anything posted online could eventually become public, even if privacy settings are enabled.
- Avoid engaging in online behavior that could reasonably be viewed as harassment, discrimination, bullying, or threats.
- Refrain from posting while emotionally charged. If you are angry, frustrated, or venting, wait before sharing.
- Do not speak on behalf of the company unless you are authorized to do so.
- If discussing industry topics or current events related to your field, clarify that your views are your own and not official company positions.
- Avoid posting content that could damage client trust or the organization's reputation.
- Do not use company logos, branding, or proprietary materials on personal accounts without permission.
- Be mindful when tagging colleagues, clients, or the company in posts.
- Respect the privacy of coworkers. Do not post photos or information about colleagues without their consent.
- Do not imply endorsement of personal opinions by the organization.
- Consider how humor, sarcasm, or satire may be interpreted outside your intended audience.
- Be aware that public criticism of clients, vendors, or business partners may have professional consequences.
- Avoid engaging in online arguments connected to political, religious, or social issues in a way that could create workplace conflict.
- Remember that professional credibility extends beyond office hours when your online presence is public.
- If unsure whether a post is appropriate, pause and seek guidance before sharing.

Beyond Likes & Shares: The Ethics of Social Media at Work

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Case Discussion #2

Vacation Photos & Co-Worker Comments

A female executive with a not-for-profit organization went on vacation with a friend. While on this tropical vacation in the Yucatan Peninsula area of Mexico, several photos of her wearing a reasonably modest bathing suit were taken, and she ended up posting a couple of these on her social media profile.

This executive usually adjusted her posts so only her friends could see photographs of this nature, however neglected to do so for this post.

One day after posting the photo, she noticed a man who worked at her organization in a role unrelated to hers commented: “Wow, you’re hot! 🍷 🍷 🍷 😊”

Immediately realizing her mistake of not protecting this content so it could be viewed by personal friends only and not the general public, she corrected that oversight, and found it odd that someone she had only met in passing would see her content and then make the effort to comment in that way. After further reflection, the comment made her increasingly uncomfortable, so she promptly “blocked” the person who made it so none of her content would be visible to him.

Discussion questions

- Do you think the woman was wrong for posting this photo on social media (with or without the privacy controls enabled)?
- Do you think the man who commented was wrong for leaving a comment?
- Was it okay that the man left a comment, but just the content of the comment was inappropriate?