



Instant Messaging Rules: Managing Policies, Security, and Legal Issues for Safe IM Communication (2 Days)

COURSE GOAL: Understand and know the potentially costly challenges it brings to the workplace. Learn how to maximize the business potential of IM technology, while establishing and enforcing essential rules and policies to protect your company.

PREREQUISITES: None

LEARNING OBJECTIVES:

Upon completion of this course the student will be able to:

- Understand and know the simple policies and best practices for IM usage, covering essential areas like security, training, management, and legal issues.
- Understand how to establish Policies that meet legal issues.

KEY TOPICS:

I. What Every Employer Needs to Know About Workplace Instant Messaging Introduction: The Case for Instant Messaging Management:

Management:

- A. Instant Messaging Is Used by someone in Nearly Every U.S. Company
- B. Uncovering Unauthorized Instant Messaging Use in Your Office
- C. What's the Best Way to Manage Employees' Instant Messaging Use?
- D. Establishing an E-Risk Management and Compliance Team
- E. Instant Messaging Pros and Cons

II. Instant Messaging and the Law: Why Every Employer Must Establish Rules and Policies:

- A. Employers Are Responsible for Employees' Wrongs
- B. Instant Messaging Compounds Confidentiality Concerns
- C. Instant Messaging Compounds Confidentiality Concerns
- D. Protecting Privacy in the Instant Messaging World: Prying Eyes May Reading Over Your Electronic Shoulder

III. Establishing an Instant Messaging Policy:

A. Use Written Rules and Policies to Enforce Your Strategic Instant Messaging Management Plan

IV. Content Guidelines for Clean and Compliant Instant Messaging:

A. What Constitutes Appropriate (and Inappropriate) Instant Messaging Content?

V. Establishing and Instant Messaging Retention and Deletion Strategy:

A. Retaining Instant Messaging Business Records: The Legal Foundation for Instant Messaging Management

B. Instant Messaging Business Record Retention

C. Instant Messaging Discovery: When Messages Are Used as Evidence? For or Against You

D. Beware the Destruction of Instant Messaging Evidence

VI. Employee Education

A. Training Is Essential to Instant Messaging Policy Compliance

B. Employee Compliance is Key to Successful Instant Messaging Policy

VII. Regulatory Realities:

A. Instant Messaging Is Big on Wall Street

B. Regulated Firms Playing Catch-Up with E-Mail Retention

C. Instant Messaging Regulations Extend to Main Street, Too