



**Justine Sacco**  
@JustineSacco



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Going to Africa. Hope I don't get AIDS. Just kidding. I'm white!

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1,635  
RETWEETS

681  
FAVORITES



10:19 AM - 20 Dec 13 from Hillingdon, London

Twitter

In December 2013, when Justine Sacco, a PR Executive for IAC in New York, boarded a plane for South Africa she had no idea that her tweet would be the subject of a media storm when she landed.

Not only did she lose her job over the incident, she was forced to issue a groveling apology. She removed all references to herself on the internet, deleted not only the offending tweet but her entire twitter, facebook and Instagram accounts.

This Twitter fiasco highlights the potential risk of individuals of open access to social media.

## LABOUR LAW: SOCIAL MEDIA MISCONDUCT (Part 2)

### What's the risk to the Employer?

Comments by employee's become a reputational risk to employers when they are, inter alia, negative or infringe on other's rights or socially unacceptable.

IAC is a leading media and Internet company in New York and elsewhere with more than 150 brands and products serving loyal consumer audiences, there is a presumption that Justine Sacco's comment brought their company into disrepute by implication that she worked for them.

### The problem with Twitter:

Each Tweet is 140 character sentence this requires literacy alacrity to be succinct and to sketch context with so few words.

### Are your employees aware of the risks?

As trust is the cornerstone of an employment relationship it's a fine balance between trusting your employees and monitoring their behavior to mitigate potential risk. Call us on 011 646 4558 to know more! [www.moni.co.za](http://www.moni.co.za)