

To Tweet or not To Tweet, that is the Question?



Zelda La Grange, a woman hoisted by Nelson Mandela as the poster girl of transformation ruined her credibility and brand with the above rant. Unfortunately, her apology was not good enough for the masses.

LABOUR LAW: SOCIAL MEDIA MISCONDUCT (Part 3)

What is Twitter?

A Tweet is an expression of a moment or idea. It can contain text, photos, and videos. Millions of Tweets are shared in real time, every day. At 2014 Academy Awards, host Ellen DeGeneres took a star-studded selfie, then tweeted it to the world. It became the most popular Tweet in the history of Twitter. (<https://about.twitter.com/what-is-twitter/story-of-a-tweet>)

Birds do it ... Let's do it ...let's fall in ...?

Three hundred and fifty million tweets are made per day. The number of registered Twitter users in South Africa is 1.1 million. The monthly average is 3.4 million tweets in South Africa! The statistics speak for themselves, you can't afford to make a faux pas!

Tweet, Twit or Twerk? (Do you know the difference?)

Employers should guide their staff. Whilst employees have privacy and dignity rights and should not be told what to do when they are not at work. So too do Employers who have a right to jealously guard their reputation and brand. With the correct employment policy on Social Media, employees will be made aware of the repercussions should their social media ranting be seen to impinge upon employers' rights.

Even TWITTER Executives get it wrong, part 4 will emphasise "Why we need to know how to use SOCIAL MEDIA"?

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