



THE ANSWER IS: YOU NEED TO CLICK WITH COMPASSION!!!

“If twenty-seven years in prison have done anything to us, it was to use the silence of solitude to make us understand how precious words are and how real speech is in its impact on the way people live and die”.

Words by **Nelson Mandela** in 2000 a few years before the birth of the iPad, Androids and some social media concepts.

Fast forward to March 2015 and a TEDTalk by **Monica Lewinsky** entitled “Public shaming as a blood sport has to stop!”

- Instant online public shaming makes the recipient a virtual punching bag in an online culture of humiliation where damaging rants ricochet around the web universe in seconds. The culmination of these rants are dire and often serve as a death knell.
- Q: Why is the above prevalent, today?
- A: Monica Lewinsky believes: “Public humiliation is a commodity and shame an industry worth billions within the marketplace of public sharing! Invasion of privacy is the raw material efficiently and ruthlessly turned, packaged and sold at a profit!”

BY NOW YOU KNOW YOU CAN'T STOP EMPLOYEES FROM TWEETING, FACEBOOKING, AND INSTAGRAMMING ABOUT THEIR JOBS.

Do you know that the web has special places for employees to trade office gossip without repercussions?

- Q: Would you, as an employer, be comfortable with a repository of anonymous company reviews and salary data?
- OPTIONS: Embrace it, more than 27 million people contribute to the above repositories. These repositories capture the thrill of anonymous office gossip and harness it into something productive. OR, teach your employees how to click with compassion and the sanctity of privacy.