

Legal Guidance Relating to Hiring, Employment Contracts, and Social Media at Work

November 29, 2012

Primepoint LLC, Flaster Greenberg PC

Earn up to three (3) HR credit hours at this complimentary program. Space is limited and preregistration is required.

Time:

8:00 a.m. - 12:10 p.m.

Location:

Primepoint
2 Springside Road
Mt. Holly, NJ
(Just off I-295, Exit 45B)

Session I:

Employee Agreements

Protecting Your Company's Greatest Asset – and Preventing a Competitive Attack from Within

Presented by Kenneth R. Gilberg, Shareholder, Flaster Greenberg PC

Without the right written employment agreements, your company could be at risk by employees who are not restricted from opening a competing business or joining a competitor, soliciting your customers, or hiring away your best employees—using the skills and information they learned from your company to do it. In this interactive strategic session the participants will learn:

- Why it is important to have written employment agreements
- What types of employment agreements should be considered
- How to protect your business with an enforceable non-competition agreement
- How a non-solicitation agreement is different than a non-competition agreement
- How to protect confidential/proprietary information
- How to keep former employees from hiring away your best workers
- Other policies and issues to consider

Continued

Recertification Credit Hours Awarded: 1.00

Specified Credit Hours: General

Session II:

The Hot New Hiring Rules

Helping Employers Hire While Avoiding the Pitfalls Created by the Digital World

Presented by Adam E. Gersh, Attorney, Flaster Greenberg PC

As the economy slowly rebounds and employers look to add headcount, they face a changed world. This presentation will offer practical, real-world advice for maximizing success and minimizing liability in the new world of hiring. In this session, we will cover:

- The wealth of resources all-too-easily available through social media and how to use them responsibly
- Legal issues that may surface when personal characteristics such as a candidate's race, age, marital status, religion, sexual orientation or union membership are revealed
- Issues employers should consider when deciding who to hire—an older, over-qualified applicant or a less-qualified younger applicant who may be a better “fit” for the job

Recertification Credit Hours Awarded: 1.00

Specified Credit Hours: General

Session III:

Social Media at Work

Evolving Legal Rules to manage Privacy and Productivity

Presented by Michael D. Homans, Shareholder, Flaster Greenberg PC

This session will review recent legal developments and best practices for managing the use of social media at work, including:

- New state laws and court decisions protecting employee privacy
- National Labor Relations Board guidelines on restricting employee use of social media
- Do's and Don'ts in reviewing social media and Internet profiles of candidates for employment
- Monitoring employee usage of social media and Internet access
- Legal restrictions on the use of social media to promote one's business

Recertification Credit Hours Awarded: 1.00

Specified Credit Hours: General

Continued

Detailed Agenda:

8:00 – 8:30 a.m. Continental Breakfast and Networking

8:40 – 9:40 a.m. Session I: Employee Agreements

9:55 – 10:55 a.m. Session II: The Hot New Hiring Rules

11:10 a.m. – 12:10 p.m. Session III: Social Media at Work

ATTORNEYS MENTIONED

Adam Gersh