



BOARD QUESTIONS TO ASK TODAY

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Subject: Social Media

On January 27, 2010 (just 3 yrs ago) Steve Jobs introduced the iPad. This changed the way boards operate and ... how directors think about social media and its affect on employees, customers, investors and other stakeholders.

What should board members understand about social media (Linked-In, Facebook, Twitter)?

Six Questions To Discuss

1. Does the company proactively use social media as part of its business strategy and how does it change the rules of engagement with stakeholders?
2. How does social media change performance and become a viable revenue stream at your company?
3. Does management share with the board, regularly, how SM is attracting new customers and followers?
4. How familiar is the board with the company's employee social media training and polices?
5. Do all directors monitor (at least some) social media to get a different perspective on the company's brand and reputation?
6. Should social media be on your next board meeting agenda? And, minimally, include the following discussion items?
 - The company's SM policies & procedures
 - Current SM marketing campaigns & budget
 - Exploiting its power (offensively/defensively)
 - SM as a component of strategy
 - Communications & compliance with Reg FD
 - The company's monitoring committee
 - Crisis management and reputational risk
 - SM; Cyber security; mobile technologies
 - Board education on SM, technology & IT
 - Director's personal experiences & learnings

Ask these questions during the executive session at your next board meeting. The discussion might help your board become more effective and the company stronger.

New questions are posted each month at www.governancesolutionsgroup.com.

GSG board advisory services include sharing practical guidance on governance best practices and bringing an independent approach to the annual board assessment process. Clients range from public company boards to nonprofit boards and private company owners considering establishing their first advisory board.



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"Good governance is part of every good business solution." Mary Denise Kuprionis