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Subject: Board Effectiveness: Social Media

Social media is no longer just for “kids,” it’s in the boardroom.
Are you knowledgeable about how social media affects your company?

Does your board know the answers to these social media questions?

Six Questions To Consider

1. Does your company use social media to promote its business activities?
2. Do board members use social media for business purposes? Is there a board policy?
3. Has your company ever engaged an expert to present on the subject of social media?
4. Does the board receive summary reports and metrics on the impact of social media?
5. Engaging (and not engaging) in social media involves risks - does the company monitor usage and do audits cover social media implications?
6. How can social media help protect and improve shareholder value?

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

New questions are posted each month at www.governancesolutionsgroup.com. Every board can benefit from periodically taking a hard look at how it is functioning and at the status of its corporate governance structure. Sometimes high-performing individuals find it helpful to talk with an outside expert – much like the occasional consult with the golf pro, or the visit to the doctor for an annual physical.



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