



Illinois Health Care
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Education Access Nursing Academy

Nursing Academy web seminar series: Social Media...Its Use and Abuse

OVERVIEW

Social media is not a fleeting phenomenon. It has become a new way of communication for all generations of individuals. While some organizations make use of the technology to promote their business or employees, others are more leery, fearing that the permanency of cyberspace can be detrimental. In this presentation, Karen Glickstein, a management side employment lawyer who has worked with a variety of clients, including those in the healthcare field, will discuss the growth of social media, its use and abuse (including reference to real-world examples of social media situations which have—or could—result in liability) and will suggest practical tips for avoiding public relations or legal nightmares in your organization.

OBJECTIVES

At the conclusion for the web seminar, participants should be able to:

- Identify the various types of social media and their possible effects in the workplace
- Learn how employers may—and may not regulate the use of social media and other forms of electronic technology
- Recognize the risks to healthcare organizations from inadvertent or intentional misuse of the technology
- Consider what types of social media policies make sense for your organization

DATE

Tuesday, February 14, 2012
10 – 11:30 a.m.

SPEAKER

Karen R. Glickstein focuses her practice on assisting employers in a wide variety of employment and human resources issues. She has experience defending all types of matters, including claims of discrimination and harassment based on race, gender, disability, religion, national origin, and age, as well as retaliation matters, violations of the Family and Medical Leave Act, USERRA, and both common law and statutory "whistleblowing" claims. Ms. Glickstein has also defended EEOC class actions. Ms. Glickstein has recently spent a significant amount of time advising clients on issues arising out of the increased proliferation of social media.

CONTINUING EDUCATION

Licensed nursing home administrators, physical therapists, social workers and licensed nurses will earn 1.5 clock hours of continuing education for participating.

The Illinois Health Care Association is approved as a sponsor of continuing education for licensed nursing home administrators, physical therapists, social workers and licensed nurses by the Illinois Department of Financial and Professional Regulation.

ABOUT THE NURSING ACADEMY WEB SEMINAR SERIES

The **ILLINOIS HEALTH CARE ASSOCIATION** and **ILLINOIS COUNCIL ON LONG TERM CARE** are partnering to create the Education Access Nursing Academy! For an IHCA and ICLTC member facility fee of only \$1250 per year, you will have access to enough web seminars to more than meet the 20 CE requirements. This fee also includes unlimited access to the Education Access Library where the web seminars will be archived. Non-members of either association pay a reasonable fee of only \$1950 per year.

This is a facility fee and not an individual fee! In other words, you may have as many nurses in your facility attend each web seminar for the same low price of \$1,250!

Each web seminar will be available à la carte for a member fee of \$75 each. Archived seminars will also be \$75 each. The non-member fee is \$125.

For more information regarding the Nursing Academy web series, please contact Debbie Belt at 1800.252.8988 or dbelt@ihca.com.

All Registrations must be received 48 hours prior to the web seminar.

Web Seminar: Social Media...Its Use and Abuse

All Registrations must be received 48 hours prior to the web seminar.

Participant Name:	License Number	Email Address

Facility: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

IHCA Member

ICLTC Member

Payment:

_____ **Nursing Academy Subscriber.....\$0**
 _____ Member of IHCA, ICLTC, LTCNA.....\$75
 _____ Non-Member, each person..... \$125

TOTAL _____

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Charge to: Visa

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Security Code: _____ (3 digits REQUIRED)

Signature: _____

Return with payment to: Illinois Health Care Association OR Fax: 217.528.0452
1029 S. Fourth Street
Springfield, IL 62703

To register online go to: www.ihca.com/education/seminar

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