

PRO KEYSTONE GARAGE DOOR

"The Service Specialists" Since 1970

→ Residential → Commercial → Industrial

- Professional Installation • Free Estimates • New & Replacement Doors
- We Service All Major Brands • Custom Reframing • Steel Insulated Doors
- Radio Controls • Fiberglass • Aluminum • Rolling Steel Doors
- Fire Doors • Rolling Grilles • Electric Operators

**SALES • SERVICE • INSTALLATION
OPERATORS • PARTS**



Most Of Our Business Comes From Referrals...

Pottstown **We Are That Good!**

610-367-6211 • www.prokeystone.net

Ask SCORE

TIPS FOR CREATING A SOCIAL MEDIA POLICY FOR YOUR SMALL BUSINESS

Social media in the workplace is a huge gray area for employers. Putting guardrails around social media use has been a growing challenge as these platforms have become a central part of our lives – and our work.

Social media use in the workplace was once simply a concern over time management. Could you trust your employees to get work done with the distraction of Facebook notifications popping up on their phones throughout the day? Today, there's another layer of complexity as more and more professionals use and rely on social media to do their jobs. Even more, many businesses now rely on their employee's social media content to promote the company and drive customer awareness.

If you haven't already, consider creating a social media policy for your small

business. A written policy will help you clarify the gray area into a more black and white set of social media usage expectations that support and protect not only your business, but your employees as well.

Create a social media policy that clearly states the do's and don'ts of social media use related to your business.

There's a lot to consider when deciding what goes into your social media policy and how to find a balance between the legal rights of the employees, your rights as an employer and the general wellbeing of your entire team.

Consider these tips as you set out to create a social media policy for your business.

Tip #1: Recognize that Your Employees Have Rights

Protecting your company from the financial impacts of lost time and reputation damage by restricting social media usage and certain types of content can begin to infringe on your employee's right to freedom of speech and other rights.



610.948.3329



BAUERLANDSCAPING.COM

155 Hill Church Rd. Spring City, PA 19475

PA Contractor #068471



Call us today for a **FREE estimate!**



Landscaping & Hardscaping Services

Creative Design, Installation & Maintenance

We're *BETTER* because we're *DIFFERENT!*

Seasonal Services

- Spring & Fall Cleanup
- Lawn Mowing & Maintenance
- Shrub & Tree Trimming
- Seed and Sod Installation
- Complete & Balanced Fertilization
- Edging and Mulching
- Snow Removal



Other Services

- Fire Pits
- Outdoor Kitchens & Fire Places
- Patios / Walks / Walls
- Paver Restoration
- Creative Masonry
- Natural Stone Walls
- Stone Veneer
- Flagstone
- Boulders
- Outdoor Lighting
- Grading & Drainage
- Excavation



Do your homework to understand your employees' rights and your rights as an owner before you draw up your social policy.

The National Labor Relations Board is a great resource for learning the details of the National Labor Relations Act (<https://www.nlr.gov/guidance/key-reference-materials/national-labor-relations-act>) and its protection of an employee's freedom of speech.

Tip #2: Be Clear on Your Expectations About Social Use in the Workplace

You need to be upfront with your team about their use of social media during work hours. And, those stipulations need to be spelled out clearly in your policy. If you feel that it's in the best interest of the company to limit social media use to breaks or the lunch hour, then that goes in the policy as a line item. Be specific so there's no confusion.

Tip #3: Talk to Your Employees Before They Endorse Your Product on Social

There's a fine line between employees rallying behind your brand with positive social posts and coming across as endorsing or promoting a product to an unknowing audience. The Federal Trade

Commission's Endorsement Guide (<https://www.ftc.gov/tips-advice/business-center/guidance/ftcs-endorsement-guides-what-people-are-asking>) details specific rules to prevent paid company endorsements as a way to protect consumers. Employees who use their social accounts to promote your product without disclosing that they work for your business put themselves – and your company – at serious risk. Take your lead from the FTC's guidelines and make sure this is clearly spelled out in your social policy.

Tip #4: Create a Policy that Addresses Both General Employees and Social Media Managers

Your policy needs to account for the actions of employees tasked with managing your business' social media accounts. This can include posting and sharing content and commenting on your behalf. Create a separate policy for these members of your team, or create an addendum to your policy that details the guidelines for posting, including a social strategy and plan for the business. Whichever you choose, make sure your expectations are clearly documented and communicated.

(Continued on page 50)

Stylish Images
photography

Are you trusting Your Business' image to poor cellphone snapshots?

Business and Commercial Portraiture * Families
Drone Aerials * Location, In Office or Studio Sessions

Photos for: Business Cards, LinkedIn and Websites

Visit us: www.stylishimages.com

Business Discounts available for multiple sessions

An \$125.00 Studio session includes:

*20-40 exposures taken (2-4 poses),
2 - backgrounds*

Upload to our website for your review within hours of your session.

2- Retouched High resolution digital file emailed to you within 24 hours.

additional files available for a small fee

Can you really afford to look bad with a price this good?

Don't settle for this



Drone Aerial Real Estate



Certified FAA Drone Pilot

When you can have these:
Business Headshots



**Nationwide Insurance
Dollfus Agency**



Location Portraits

Real Estate Interiors



610-792-9956

Order Now for your 2023 graduate!

Meg's Quilted Memories

Customized
T-Shirt
Quilts



TURN YOUR TEES INTO A QUILT!

Perfect for remembering a loved one or giving to a graduate as a gift. We are a woman-run business located in Berks County. We take great care and pride in all our quilts. Let us make something unique for you!

Business cell:

(810) 250-1825

meg@megsquiltedmemories.com

www.megsquiltedmemories.com



Like us on Facebook!

facebook.com/customizedtshirtquilts



Follow us on Instagram!

instagram.com/megsquiltedmemories



Lucky Squirrel

907 Ben Franklin Hwy. W.
Douglassville PA. 19518

PRINTWORKS

SCREEN PRINTING
EMBROIDERY
SIGNAGE • BANNERS
VEHICLE GRAPHICS
LOGO DESIGN
PROMOTIONAL ITEMS
BUSINESS CARDS & MORE



610.385.7053
www.luckypw.com

STONEY CREEK RENTALS INC.

872 Park Road
Blandon, PA 19510



EQUIPMENT RENTALS • SALES • SERVICE

Serving Southeastern Pennsylvania since 1998, Stoney Creek Rentals has been offering an extensive inventory of quality tool and equipment rentals for a variety of jobs at reasonable prices. In addition to our construction equipment hauling services, we also offer equipment sales, parts, and contractor supplies as well as repair services.

610.926.4567 • www.stoneycreekrentals.com

Ask SCORE

(Continued from page 49)

Tip #5: Discuss Your Social Media Policy Openly with All of Your Employees

Documentation is important, but openly communicating your expectations is the secret to the success of your social media policy. Discuss the policy with your employees and welcome their feedback.

Before you add your social media policy to your employee handbook, run it by a group of advisors.

Your social media policy, like any other business policy, has a legal impact on your business and should be run past your attorney before being implemented. It's also a good idea to consult a Human Resources professional to make sure you've thought through every aspect of how social media could impact your business.

Another smart source of guidance is your SCORE mentor. A SCORE mentor can support you as you draft your policy and connect you with a small business attorney and HR consultant who can help you put the best policy in place for your small business.

Since 1964, SCORE "Mentors to America's Small Business" has helped more than 10 million aspiring entrepreneurs and small business owners through mentoring and business workshops. More than 11,000 volunteer business mentors in over 320 chapters serve their communities through entrepreneur education dedicated to the formation, growth and success of small businesses. For more information about starting or operating a small business, contact SCORE TriCounty. You can call 610.327.2673, email tricity@scorevolunteer.org or visit the website at www.tricity.score.org.

Today at SCORE, we are on the frontline fighting to keep Main Street America in business. If you believe that you can help a small business with your experience, advice and mentoring please think about joining us. Email us at tricity@scorevolunteer.org, call us at 610.327.2673, or to learn more. To submit an application to be a SCORE TriCounty volunteer, visit our website at <https://tricity.score.org/become-volunteer-2>.

SCORE is funded in part through a Cooperative Agreement with the U.S. Small Business Administration. All opinions, conclusions, and/or recommendations expressed herein are those of the author and do not necessarily reflect the views of the SBA.

Valerie McLean Keller, Owner & Operator

Our 70th Anniversary

Arrowhead Golf Club

A mature challenging public golf course with 27 meticulously maintained holes nestled in a serene wooded setting

League Dates Available • 9-Hole Play Available
Pavilion for Corporate Outings • Business Functions

100 Carts Available for Shotgun Start Outings
Carts Do Not Have to Stay on Cart Path! (weather permitting)

Greens Fees: Weekdays — \$24.00 to Walk • \$34.00 to Ride
Greens Fees: Weekends — \$35.00 to Walk • \$45.00 to Ride
*** Rates drop after 1:00 PM 7 days a week**

Pro Shop • Snack Bar • Rental Clubs
1539 Weavertown Toad, Douglassville — 5 minutes from Route 422 & 662 N Intersection
For Tee Times Call (610) 582-4258