

## Document 1



# To tweet or not to tweet is a business question

By Jonathan Moules

Published: January 15, 2010

Is there a commercial use for social networking sites such as Twitter and Facebook?

This is an important question for many company owners, who have found themselves devoting precious resources to keeping online followers updated through Twitter tweets, while wondering if there is a bottom-line benefit to their businesses.

Dell, the US-based computer retailer, recently attributed \$3m (£1.86m) worth of revenue to its Dell Outlet Twitter account. However, for many other businesses, the benefits are less easy to measure.

However, many companies use the technology to solve business challenges, such as finding personnel, improving staff productivity and finding new customers.

London-based software developer Huddle found its head of product, Martin Eriksson, because he was following the dynamic young company on Twitter. Eriksson claims he was not looking for a job at the time, but a tweet by Huddle co-founder Andy McLoughlin saying that he was looking for someone caught his attention.

Ali Mitchell, Huddle's other founder, says he and his colleagues now rely entirely on social networks to recruit people because it has been such an effective medium for finding staff. Huddle's founders also track online "alumni" groups in which former colleagues update each other on their movements. "Everyone has noted that networking is important for their job, so they keep in touch via these groups," Mitchell says.

Social networking can even be used by the staff of small businesses to build a sense of community within the organisation. This has proved to be the case for Melcrum Publishing, a research and training business that has 35 employees across four continents – half of whom either work from home or in small offices.

Victoria Melcrum, the company's co-founder and chief executive, says that the technology was adopted because it was led by employees rather than a management edict.

*(abridged)*

## Document 2

# The New York Times

ON THE WEB

August 20, 2009

## **More Employers Use Social Networks to Check Out Applicants**

By JENNA WORTHAM

Most job applicants have a general checklist before a job interview — updating a résumé, ironing a professional outfit, rehearsing an explanation for those two years spent bumming around after college. However, if tidying up the Facebook profile isn't on that list, maybe it should be.

According to a new study conducted by Harris Interactive for CareerBuilder.com, 45 percent of employers questioned are using social networks to screen job candidates — more than double from a year earlier, when a similar survey found that just 22 percent of supervisors were researching potential hires on social networking sites like Facebook, MySpace, Twitter and LinkedIn.

The study, which questioned 2,667 managers and human resource workers, found that 35 percent of employers decided not to offer a job to a candidate based on the content uncovered on a social networking site. [...]

The report showed that Facebook was the most popular online destination for employers to do their online sleuthing<sup>1</sup>, followed by LinkedIn and MySpace. In addition, 7 percent followed job candidates on Twitter.

More than half of the employers who participated in the survey said that provocative photos were the biggest factor contributing to a decision not to hire a potential employee, while 44 percent of employers pinpointed references to drinking and drug use as red flags.

Other warning signs included bad-mouthing of previous employers and colleagues and poor online communication skills.

While most of these may seem like obvious stumbling blocks, what constitutes alarming behavior to a particular employer? Would photographs of a trip to the beach be considered inappropriate? What about a racy Halloween costume? As Facebook continues to grow as an essential personal and business networking tool for most of the Web, these issues are only going to get thornier<sup>2</sup>.

To be on the safe side, it's probably wise to use the new privacy settings offered by Facebook to keep everything but the most innocuous<sup>3</sup> content away from the public eye.

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<sup>1</sup> sleuthing: investigating, spying

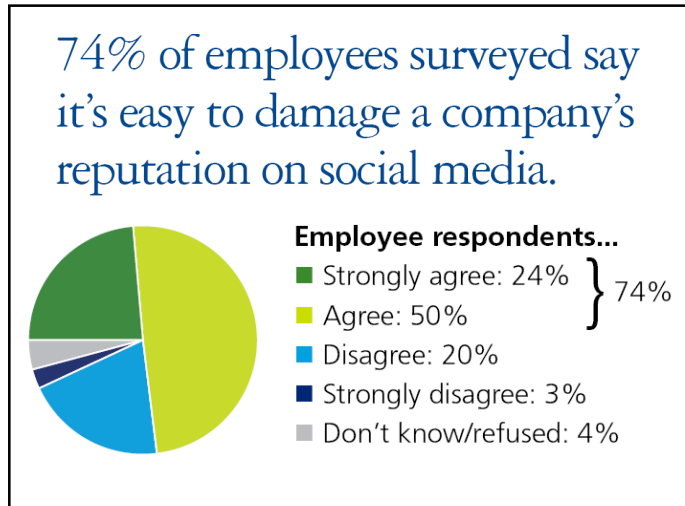
<sup>2</sup> thorny: tricky, problematic

<sup>3</sup> innocuous: harmless, inoffensive

**Document 3** : an extract from a survey by DELOITTE LLP – 2009

Social networking and reputational risk in the workplace  
 Deloitte LLP 2009 Ethics and Workplace Survey results

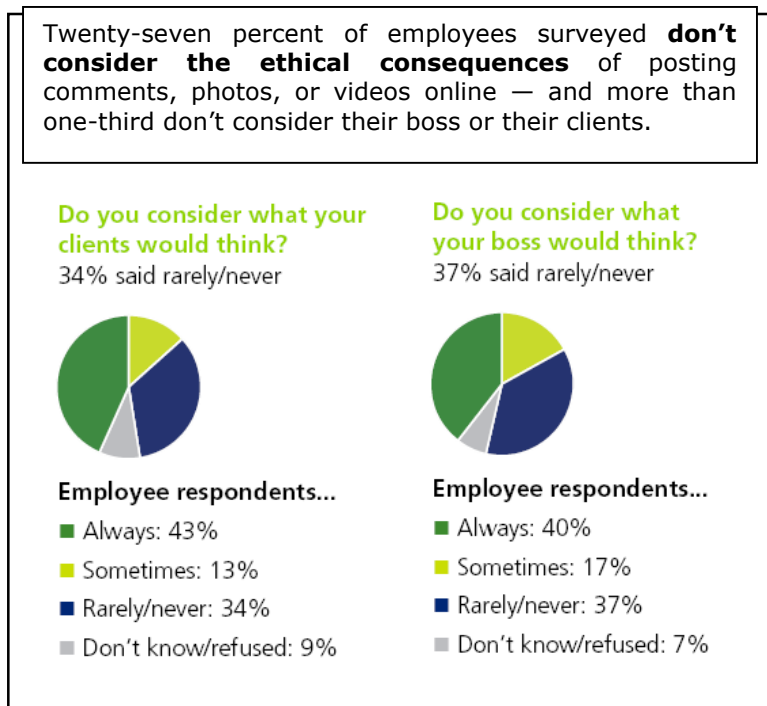
**Pie chart 1**



**Pie chart 3**



**Pie chart 2**



# Document 4

your best friend  
the head cheerleader  
the mallman  
your neighbor  
your uncle  
your soccer coach  
your cousin  
the pizza delivery guy  
your mom  
your dad's boss  
your teacher  
your math tutor  
your little sister  
your dad  
your ex-boyfriend  
your lab partner  
the football team  
the bus driver  
your new crush  
a sex offender

ANYTHING YOU POST ONLINE, ANYONE CAN SEE. **THINK BEFORE YOU POST.**

[www.cybertipline.com](http://www.cybertipline.com)

Ad Council  
NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN  
U.S. Department of Justice

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## TRAVAIL À FAIRE

Le dossier qui vous est proposé comporte 4 documents :

- **Document 1** : un article du *Financial Times* du 15 janvier 2010, *To tweet or not to tweet is a business question*
- **Document 2** : un article du *New York Times* du 20 août 2009 intitulé *More Employers Use Social Networks to Check Out Applicants*
- **Document 3** : un extrait d'un rapport de DELOITTE LLP de 2009, *Ethics and Workplace Survey results: Social networking and reputational risk in the workplace*
- **Document 4** : un message de prévention publié sur le site [www.cybertipline.com](http://www.cybertipline.com)

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### I - COMPRÉHENSION (10 points)

En vous appuyant sur les documents fournis, vous rédigerez en français une note de 250 mots (+ / - 10 %) répondant à la question suivante :

#### **Réseaux sociaux, sites communautaires et monde de l'entreprise : l'accord parfait ?**

Vous indiquerez le nombre de mots que vous aurez utilisés.

### II – EXPRESSION EN LANGUE ANGLAISE (10 points)

1. Comment on document 4: Do you think that the message applies only to teenage girls or is it valid for any net user? Explain your view.

*150 words, + / - 10%, indicate the number of words*

2. Document professionnel à rédiger en anglais

Vous êtes directeur des ressources humaines. Afin d'éviter des abus, vous voulez clarifier la politique générale de votre entreprise au sujet de l'utilisation d'internet et des connexions des salariés à des réseaux sociaux dans le cadre professionnel. Écrivez un **mémo** adressé à tous les salariés dans lequel vous rappelez les points principaux du code de conduite informatique, spécifiant ce qui est autorisé et ce qui ne l'est pas sur le lieu de travail.

*150 mots + / - 10 %, indiquez le nombre de mots*