

**1**

**Create a positive company culture by treating employees fairly and consistently.**

**2**

**Align your company's policies with your company's values.**

**3**

**Draft a social media policy that clearly lays out employer and employee rights and expectations.**

**4**

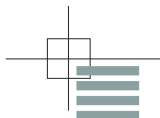
**Engage employees proactively by encouraging positive, consistent contact between managers and employees.**

**5**

**Train managers by arming them with the information they need to respond to employees.**

**6**

**Contact trained legal counsel before enforcement and proceed slowly.**



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