

Online Debate: Social Media Policy and Fireable Action Student Directions

Topic: In the Red Cross case study you learned that the organization **did not** fire its social media staff member after sending an inadvertent tweet. But what would you have done?

Below you will find the following threads I started:

Don't Fire: It's clear it was a mistake and retention was the best choice. Agree with the Red Cross's decision not to fire the employee.

Should Fire: Brand mis-management should not be tolerated and this action should have resulted in termination.

Change Your Mind: Use this thread for your final posts.

Discussion Instructions

1. After reading the Red Cross Case Study, decided if you believe the employee should have or should not have been fired for posting the Twitter post. Post on the appropriate thread based on your decision. Your post should be no more than 1,000 words to support your position and include the following:
 - a. Define the issue
 - b. Endorse action you would take and why. This might include how to prevent this in the future, the Red Cross brand and mission, level of mistake that occurred, social media management policies...etc.
 - c. Use data, this week's readings/articles to support stance
2. Next read **one** of the opposing posts and reply. Your reply post should be no more than 500 words and include the following:
 - a. At least one challenging questions for them to answer
 - b. Refute the parameters established their stance this might include some of the information from your post.
3. Finally, submit one final post to reflect if you changed your mind after reading the other posts. Include why or why not.

Note: Do not use the **Method or Results** in your argument, both can be found in the Case Study: American Red Cross Faux Pas article in this week's readings. Although in this case they were able to turn around the Twitter mishap, you are only to decide if the employee should have been fired or not fired and why. Make sure to support your argument with evidence and things you learned in this module's readings.

