

Kansas City Star: “Don’t Be a Twit While Twittering”

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Don’t forget your day job.

When Tedrick Housh gave a presentation on technology at the Lathrop Gage law firm’s annual briefing on workplace law, he used that line from IBM’s “Social Computing Guidelines.”

Employees these days have a lot of freedom — on personal and workplace blogs, Facebook, text messaging, YouTube and Twitter — to say what they’d like. Employers don’t have a prayer anymore of controlling their “brand,” their public image, on the Internet.

But the wise employee uses that freedom wisely. [Read more ...](#)