

“Balancing Social Media Risks in the Workplace”

When: Thursday, November 20, 2014
Registration: 11:30 a.m. - 12:00 p.m.
Session: 12:00 p.m. - 1:30 p.m.

Speakers: **Panel:**
David Thomas, Senior Director of Content and Engagement, Salesforce.com
Doug Dexter, Chair of the Employment Law Practice Group, Farella Braun & Martel LLP
Davi Ottenheimer, Senior Director of Trust, EMC

Where: Hotel Nikko, 222 Mason Street (between Ellis and O’Farrell)
San Francisco, CA 94102
415-394-1111

CPE Hours: 1.5
Cost: \$40.00 ISACA Members
\$50.00 Non-Members
\$20.00 Students

Session Synopsis

Social media is being used by nearly all companies these days and has become a hot topic in the industry. In today's world where every employee — from the loading dock to the C-suite — is connected to social media, employers need to clearly articulate their expectations for appropriate sharing of company information. The use of Social Media introduces many risks to the enterprise, including compliance with regulatory requirements, reputational damage, information leakage, loss of intellectual property, malware attacks, copyright infringement, and privacy breach. Organizations should be aware of the information posted about it on other sites which can also cause damage to the organization. Proper management of social media usage is essential.

We will use the panel discussion to get an understanding of how our panelists are controlling the social media risks and recent developments in employment law related to social media.

Speakers Information

David Thomas, Senior Director of Content and Engagement, Salesforce.com



David B. Thomas is Senior Director of Content and Engagement for salesforce.com. Dave leads the company’s efforts to engage with and inform Salesforce customers and communities. He joined the company with the Radian6 acquisition. Before Radian6 he was Executive Director at New Marketing Labs. Dave also served as Social Media Manager for SAS, directing social media strategy, policies and training.

He is co-author with Mike Barlow of [The Executive’s Guide to Enterprise Social Media Strategy](#).

A marketing professional with more than 20 years experience, Dave began his career as a reporter and has been engaging online since 1994 and blogging since 2002. More at dbthomas.com.

Doug Dexter, Chair of the Employment Law Practice Group, Farella Braun & Martel LLP



Doug has spent over 30 years advising and representing information technology companies concerning wage & hour, work environment, discrimination, accommodation, performance management, proprietary information, and union relation issues. Doug has served as President of the Northern California Human Resources Association. For the ABA Labor & Employment Law Section, Doug has served as Co-Chair of the Technology In the Workplace Committee and Co-chair of the 5th Annual CLE Conference, and as a Member of the Section Governing Council. Doug is Associate Editor of the 2013 ABA/BNA publication *Workplace Data Law and Litigation*. Doug may be reached at ddexter@fbm.com and 415-954-4409.

Davi Ottenheimer, Senior Director of Trust, EMC



Davi has been an ISACA member since 1997. He has more than twenty years' experience managing global security operations and assessments, including a decade of leading incident response and digital forensics. David is co-author of the book "Securing the Virtual Environment: How to Defend the Enterprise Against Attack," published in 2012 by Wiley and author of the upcoming book "Big Data Security," to be published in 2014. An expert in compliance, he has been a QSA/PA-QSA for K3DES, and former Board Member for the Payment Card Industry Security Alliance and the Silicon Valley chapters of ISACA and OWASP. He formerly was responsible for security at Barclays Global Investors (BGI), the world's largest investment fund manager (now BlackRock). Prior to BGI he was a "dedicated paranoid" at Yahoo! And responsible for managing security for hundreds of millions of mobile, broadband and digital home products

To register or cancel a registration, visit our website at <http://www.sfisaca.org>. Cancellation Policy is 72 hours prior to the event. Please do not be a 'no show'. Our Chapter is billed for reservations made with our facilities provider, and we will have to pass the charges on to you. Thank you for your cooperation.

Please save the dates for our upcoming events:

Date	Topic <i>Speaker(s)</i>	Time	Location
December 11, 2014	Member Appreciation Event (Holiday Party – <i>Free for SF ISACA Members</i>)	Evening	Hotel Nikko, SF
January 15, 2015	Securing Mobile Content – (<i>Joint Event with the Northern California IIA Chapter</i>)	Luncheon	Chevron Facility in East Bay
February 19, 2015	Cybersecurity	Luncheon	Hotel Nikko, SF
March 19, 2015	Cloud Computing	Luncheon	Hotel Nikko, SF
April 23, 2015	Security Advanced IT Threats	Luncheon	Hotel Nikko, SF
May 21, 2015	Privacy	Luncheon	Hotel Nikko, SF
June 18, 2015	IT Governance	Luncheon	Hotel Nikko, SF
July 23, 2015	SF ISACA Chapter's Annual General Meeting (Networking & Communicating The Chapter's Value to Our Members)	Evening	Hotel Nikko, SF