

Sharing Information on Employment Conditions in Social Media by Representatives of Different Generations, and the Image of the Organization

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Abstract: Social media is becoming an increasingly popular source of information for Internet users. They set up their accounts on the well-known and most frequently used social networking sites in order to use them, inter alia, to exchange information on professional matters. By posting your opinions and comments about the employer, various photos or videos from the workplace, they have a positive or negative impact on the creation of the company's image. The article aims to identify the users' activity in social media in terms of sharing information about their workplace. The article presents the results of the research on: verification of the situations that determined the involvement of the respondents in the publication of negative opinions about the employer; identifying the motives for posting information on working conditions; specification of the types of entries from the company's life that affect its image. This article is an attempt to answer the question whether belonging to a specific generation group and the professional status of an employee influence the generation of positive or negative actions in social media, which translate into the company's image. The considerations carried out as part of the article were based on literature studies and the analysis of the results of surveys conducted in the fourth quarter of 2021 on a group of 530 people (representing 3 generations) from the Śląskie Voivodeship in Poland. The Baby Boomers generation did not take part in the study.

Keywords: information, sharing information, social media, representatives of generations, company image

1. Introduction

Over the past few decades, many communication channels used in building the image of the organization have been improved. Due to the development of modern technologies, social media have made their mark in today's reality. They contributed to modifying the activities of companies that focused their information activity on making their messages available in the public space and possible supervision over the reception they encountered in its environment (Zbrzyzny, 2011). Users of social networking sites can use their popularity to publish information about their place of employment, supporting the employer's activities or damaging their image. In the literature on the subject, we can find a division of generations into four groups (Opalińska, 2018):

1. Baby Boomers generation (the generation of post-war baby boomers) - born in 1946 - 1964.
2. Generation X - born in the years 1965 - 1979.
3. Generation Y - born in 1980 - 1994.
4. Generation Z - born after 1995.

The author would like to point out that the article focuses only on selected aspects of sharing information by representatives of different generations in social media in the context of employment. This means that the presented issues are not complete and do not exhaust the entire topic, but are a contribution to further research and theoretical considerations in the discussed area. There is also no doubt that the issues raised are one of the most important. The results may have practical application in shaping the strategy of dealing with undesirable activity of employees in social media. The solution in this case may be the introduction of appropriate regulations in the workplace, specifying what behaviors in the field of social media are not accepted by the employer.

2. Literature review

2.1 The concept of information and the essence of sharing it

B. Stefanowicz defines the notion of information as a mapping of reality that is carried out in the most detailed possible way, and it is supposed to refer to its objects, events, phenomena, processes (Stefanowicz, 2013). As J. Gleick notices, information should be equated with the message, communication, message, set of data that make up knowledge. Additionally, it is connected with notifying and communicating understood as informing (Ejdys, 2017). At this point, it is worth quoting the position of T. Stonier, according to which a person experiences information by giving it, receiving, transmitting, searching and remembering (Buczkowska, 1999). It should be noted that the importance of information is constantly growing due to the fact that it is a valuable resource, and what's more, also a commodity (Babik, 2000). Therefore, it is evident that more and more importance is attached

to the sharing of information by employees of the organization, regardless of their generational affiliation. Sharing information in an organization can be broadly defined as its exchange or dissemination among people employed in the organization. The purpose of disseminating information is to transform the already existing information resources into new information and their better use (Świgoń, 2015). Information is shared through direct communication with the use of information and communication technologies. Information exchange takes place as part of the daily private and professional activity of individuals or a group of people in which they are willing to engage (Świgoń, 2017).

2.2 Shaping the image of the employer in social media

The presence of a company on a competitive market is related not only to its financial results. Today, a company's market position is determined by social acceptance in various spheres of its activity. The content of information that the company's key stakeholders provide to the environment about its activities largely affects the image of the employer (Zbrzyzny, 2011). The image of an employer is defined in the literature as "an image shaped in the awareness of current and potential employees based on their personal experiences or information reaching potential members of the organization from people employed by a given employer and disseminated by him via social media" (Baruk 2009, p. 13). K. Stopczyńska (2015, p. 168) defines the concept of social media as tools and websites that enable their users to interact with each other at any time through the messages they generate. They constitute the basis of the communication system within which the relationship of the organization with its environment takes place. They constitute a forum for the exchange of opinions and experiences by providing information (Wyrwisz, 2015). Companies should be aware of the widespread availability of social media, which means that a negative entry about the company may trigger many more, which may harm the company's image (Szwajca, Prandzioch, 2018, p. 81). This is associated with a serious risk related to the company's exposure to breach of the confidentiality of information, disclosure of its secret, increasing the risk of losing its good image among stakeholders (Głuszek, 2013). Therefore, companies should protect themselves against the irresponsible activity of employees in social media by creating their own policies regulating issues related to the company's operations, which will protect the company and the employer himself against loss of reputation. The Labor Code provides support for activities aimed at protecting the company's image in public space. According to its specific provisions, the employee is obliged to keep the information of the workplace confidential and to protect the positive image of the employer. Moreover, the employer is liable for disciplinary or official liability for exposing the employer to damage by losing his good name. In order to prevent undesirable activity of an employee in social media, hiring an employee should be associated with the need to familiarize him / her and sign a confidentiality clause (Leśniak, 2021).

3. Methodology

The aim of the presented research is to identify the activity of representatives of various generations undertaken in social media in the field of sharing information about the company and the employer. The research problem of the article is: Representatives of what generation and what employment status share information on social media more often when assessing their employer and employment conditions? What motives motivate them to undertake such activity? As part of the research problem presented above, the following research questions were formulated:

1. Is there a difference, and if so, how is the use of social media different in terms of posting about the workplace by different generations and people with an employment status?
2. Do belonging to a specific generation category and employment status affect the motives for posting employment information on social media?
3. Is there a relationship between the generational affiliation and employment status, and situations that may indicate the willingness to give the employer a negative assessment in social media?

The research was carried out in the fourth quarter of 2021 among respondents from the Silesian Voivodeship in Poland using the CAWI method. In order to reach people with a specific profile, the online research panel mypanellab.com was used. A tool such as mysurveylab.com made it possible to place the survey in the form of a web form (CAWI) on the Facebook profile to people of different age groups and to collect responses via email. 1,050 invitations with a link to the survey and individual one-time access were sent to the study participants. Ultimately, 530 correctly completed questionnaires were obtained from people representing three generations. The Baby Boomers generation did not take part in the study. The characteristics of the research sample are presented in Table 1.

Table 1: Representatives of different generations and people with different employment status visiting the employer's profiles

Description	X		Y		Z		Sum	
Company employee	59	11%	101	19%	42	8%	202	38%
Former employee of the company	30	6%	78	15%	21	4%	129	24%
A person currently not working	39	7%	72	14%	88	17%	199	38%
Sum	128	24%	251	47%	151	28%	530	100%

Source: own study

The research sample included 530 respondents. The obtained results were subjected to the χ^2 independence test in order to check whether:

- there is a statistically significant correlation between individual responses and the respondent's age group,
- there is a statistically significant relationship between the individual responses and the respondent's employment status.

In both cases, it was assumed that the null hypothesis (H_0) assumes that there is no statistically significant relationship, while the alternative hypothesis (H_1) indicates that such a relationship exists. The study was carried out at the significance level of $\alpha = 0.05$. Their results are presented in the tables.

For the purposes of the conducted research, the following research hypotheses were formulated and verified:
 H_1 : Younger (Y and Z) generations as well as employees and former employees of the company have a greater share in posting on social media about the workplace.

H_2 : Generational affiliation and employment status are factors that differentiate the motives for sharing employment information on social media.

H_3 : Generational affiliation and employment status are correlated with the perception of situations that determine negative employer reviews in social media.

4. Results

In order to verify H_1 , the correlations between the type of posts about the place of employment shared on social media and belonging to a generation group and the type of employment status were examined. Hypothesis 1 was confirmed. The results are presented in Table 2.

Table 2: Type of entries regarding the workplace posted on social media by employees of different generations

Description	X	Y	Z	χ^2	α	H	E	FE	NP	χ^2	α	H
Bragging about professional successes	10 %	33 %	20 %	33,84	0,0 5	H 1	32 %	19 %	12 %	131,1 7	0,0 5	H 1
Publishing photos of important events in the life of the company	15 %	24 %	14 %	6,13	0,0 5	H 1	27 %	14 %	12 %	59,23	0,0 5	H 1
Introducing a negative opinion about the employer	3%	36 %	16 %	138,7 3	0,0 5	H 1	7% %	19 %	28 %	170,6 1	0,0 5	H 1
Entering positive entries about the employer	20 %	20 %	16 %	56,94	0,0 5	H 1	36 %	4% %	17 %	206,8 5	0,0 5	H 1
Providing comments under the employer's official entry	18 %	25 %	21 %	27,95	0,0 5	H 1	27 %	14 %	24 %	5,83	0,0 5	H 0
Using recordings from integration meetings outside the workplace	16 %	22 %	2% %	107,9 6	0,0 5	H 1	19 %	12 %	10 %	28,35	0,0 5	H 1
Comments on the employer's current activities	18 %	38 %	10 %	86,67	0,0 5	H 1	31 %	15 %	20 %	33,32	0,0 5	H 1
Others - I do not share	9%	2% %	2% %	89,76	0,0 5	H 1	2% %	4% %	6% %	13,49	0,0 5	H 1

Source: Own study

The χ^2 test showed that the type of entries made available on social media in each examined case showed a statistically significant dependence on the age of the respondent and his employment status, with one

exception, which is providing comments under the official entry of the employer. In this case, the test showed no correlation with the respondent's status.

The research results show that the representatives of generation Y (33% of responses) and Z (20% of responses) boast about their professional successes to a greater extent than people belonging to generation X (10% of responses). This is probably due to the fact that each generation has different needs and preferences regarding the use of private channels on social media. Apparently, Generation X does not want to use them to share information about their professional life. They approach this topic with a great deal of caution. This may mean that they are more open to communicating different topics to other people. The research shows that generation X (15%) is more likely to publish photos of important events in the company's life than their younger colleagues from generation Z (14%), but generation Y is the leader in this regard (24%). When analyzing the respondents' responses, it should be noted that the young generations - Y (36% of responses) and Z (16% of responses) will not hesitate to use online media to introduce unfavorable statements about the employer. It is worth remembering that posting entries that undermine the employer's good name will have an impact on the deterioration of the company's image in the eyes of its stakeholders. On the other hand, much less negative information about the company will be posted online by people from generation X (3%).

The obtained results indicate that the older generation is perhaps aware of the consequences of violating the company's image right, which poses a threat to the employer's interests. It probably also means that generation X is characterized by a higher level of emotional stability when introducing opinions about the employer and knows that in the event of infringement of his personal rights, the employer may start legal proceedings. It turns out, as declared by young respondents, that they are also the authors of positive entries about employers - Y (20% of responses), Z (16% of responses). The statements of the respondents belonging to the X generation also show (20% of responses) that they post positive entries about the employer on social networks.

It can be concluded here that they probably result from a high level of trust and loyalty towards the company and contribute to building its positive image. Another type of information about the workplace that is shared by generations is the provision of comments under the official entry of the employer. All generations reveal that they do not shy away from comments in this regard - Y (25%), Z (21%), X (18%). The information provided by respondents on social networking sites are recordings of integration events outside the workplace. The highest percentage of responses confirming the sharing of such entries was obtained by generation Y (22% of responses), followed by generation X (16% of responses), the lowest activity was recorded for generation Z (2% of responses). It is important for individuals to be aware that publishing recordings poses a risk of disclosure of company secrets. And this can happen when even seemingly innocent photos may contain confidential information related to the company's activities and do not protect it from competitors.

The responses obtained confirm that social media are also used to post comments on the employer's current activities. Among the surveyed respondents, 38% of people belonging to the Y generation do not shy away from such comments, as do 18% of the representatives of generation X and 10% of the generation Z. It is worth remembering that the online activities of employees do not boil down to exchanging comments that violate the obligation to care for the good name employers. Users of social networking sites should know that the content of the comments does not cause problems related to the employer's exposure to loss of image in the public space.

To determine whether H2 is true, the correlations between the motives for sharing information about employment on social media and belonging to a generation group and type of employment status were investigated. The results presented in Table 3 show that there is a statistically significant correlation between the analyzed variables and that H2 has been confirmed.

Table 3: *Motives for publishing information on employment conditions in social media by representatives of different generations*

Description	X	Y	Z	χ^2	α	H	E	FE	NP	χ^2	α	H
On your own initiative and the need to share with others	5 %	11 %	21 %	122,9 9	0,0 5	H 1	9%	8%	20 %	35,8 9	0,0 5	H 1
Observing information on employment conditions in social media	9 %	28 %	2%	105,2 3	0,0 5	H 1	15 %	10 %	14 %	0,65	0,0 5	H 0

Description	X	Y	Z	χ^2	α	H	E	FE	NP	χ^2	α	H
Inspired by questions posed by other media users	3%	6%	3%	0,52	0,05	H0	5%	3%	4%	1,81	0,05	H0
Does not share	8%	2%	2%	74,08	0,05	H1	8%	3%	0%	44,31	0,05	H1

Source: Own study

The analysis of the reasons for sharing information about employment by respondents using the independence test χ^2 listed in Table 4 showed that Millennials most often engage in social media activity in terms of sharing information on their own initiative and willing to pass it on to other people (Z - 21% of responses, Y- 11% of responses). They believe that the readiness to pass information about employment to others results from the need to unload their emotions when they encounter some difficulty or obstacle in the performance of their duties. Moreover, their activity in the online media is caused by the desire to communicate irregularities in the workplace to others. Generation X less frequently shows the initiative in terms of sharing information about employment conditions in the workplace (5% of responses). Perhaps this is because they value loyalty to the employer and therefore do not want to create a negative image of the company. The representatives of the Y generation indicate readiness to share information about employment conditions on social networks, when they notice controversial topics that provoke discussion (28% of responses). One of the motives indicated by generation X for the need to share information was the sense of participation in such activities, as a result of the appearance of entries requiring comments (9% of responses). On the other hand, 8% of the representatives of the Y generation engage in sharing information about employment conditions when they were inspired by questions posed by other media users (6% of responses). A negligible percentage of people from other generations (X - 3% of responses; Z - 3% of responses) is driven by this motive of sharing information about employment.

In order to verify H3, correlations were calculated between various situations affecting the negative evaluation of the employer in social media, and the age of the respondents and the type of their employment status. The performed correlation proves the existence of a statistically significant relationship between the analyzed variables. Hypothesis 3 was confirmed. The results are presented in Table 4.

Table 4: Situations determining the negative assessment of an employer in social media by representatives of different generations

Description	X	Y	Z	χ^2	α	H	E	FE	NP	χ^2	α	H
Low salary, not in accordance with the contract	13%	17%	6%	36,44	0,05	H1	10%	12%	14%	17,16	0,05	H1
Authoritarian superior having a negative impact on the well-being of the employee	3%	10%	12%	39,58	0,05	H1	13%	4%	8%	12,02	0,05	H1
The toxic atmosphere in the company	7%	3%	3%	39,79	0,05	H1	6%	3%	4%	2,43	0,05	H0
Excess work responsibilities that make it difficult to maintain work-life balance	1%	17%	7%	46,60	0,05	H1	9%	5%	11%	2,11	0,05	H0

Source: Own study

The χ^2 test showed that the situations determining the issuance of a negative employer's opinion in each examined case showed a statistically significant dependence on the age of the respondent. On the other hand, the correlation with the respondent's status was shown by the points concerning low salary and the authoritarian superior. The other variables did not show such a relationship. There are several reasons that determine the activity of users in social media in terms of sharing negative information about the employer. Research shows that low remuneration, inconsistent with the contract, is the main reason why 17% of Gen Y, 13% of Gen X, and 6% of Gen Z will decide to post negative comments about the employer online. According to the survey participants - 12% belonging to generation Z, 10% from generation Y and 3% representing generation X, may make a negative assessment of the employer for being an authoritarian boss who has a negative impact on the well-being of subordinates. Moreover, the atmosphere unfavorable for the fulfillment of professional duties, according to the respondents, may contribute to issuing unflattering comments to the employer (X -7%, Y-3%, Z-3% of responses). It is worth remembering because it is the employer who should react when he notices that there is a bad atmosphere in the company, which makes cooperation between employees difficult.

Another aspect of the professional life of respondents commented on on social networks in which they openly criticize their employer concerns the excess of employee duties that make it difficult to maintain work-life balance (Y - 17%, Z- 7%). This approach to this issue results from the expectations of the young generation towards the employer. It is worth remembering that for an employee of the Millennials generation, work is important, but not the most important thing, what counts for them is work-life balance.

On the other hand, publishing information on the Internet about the performance of duties will not be understood by the employer, and may even work to the employee's disadvantage. Due to his breach of his duty to keep the information to himself, the employer may legally claim reimbursement of the benefits obtained. In order to avoid the above situations leading to a breach of the company's secret, the employee should be informed about the consequences of harmful actions in the confidentiality declaration, which should be an attachment to the employment contract.

5. Discussion

The obtained research results show that representatives of various generations are active in social media in terms of sharing information about the company and the employer. There are several reasons why survey participants join social media to exchange information about the employer. However, the main reasons are: observing information about employment conditions in social media (Y-28% of responses) and the need to share information with other people (Y-11% of responses). Users of social networks post on them various types of entries in which they boast about their professional successes, most often Millennials (Y - 33%, Z - 20%), both employees of a given company (P-32%) and those already in it they do not work (BP - 19%). Disclosing even favorable situations for them may become the cause of problems related to the breach of the company's secret. Often on their social media accounts, representatives of the Y generation (24% of responses) publish photos of important events in the life of the company in which they were employed, as well as its former employees (14%). The results of this study are confirmed by the Weber Shandwick research from 2009, which made people aware of the scale of threats to the company's image that result from the activity of current and former employees in social media. The most frequently mentioned threats include: leakage of confidential and important data to the network; use of private e-mails or other digital messages against the company; unfavorable entries and comments about the company's activities (Weber Shandwick, 2009). The question arises here: Do people who post entries about working conditions wonder that they are not anonymous and that by disclosing confidential information they may contribute to the loss of the company's good image? In order to prevent the appearance of reprehensible employee behavior on social media, the business owner should determine in advance what information sharing activities are acceptable or unacceptable. Hiring an employee should be associated with the need to read him / her and sign a confidentiality clause (Leśniak, 2021).

This research shows that Millennials are willing to be active in social media in terms of exchanging negative opinions about their employers (Y-36%, Z-16%) and former employees of the company (19% of responses). It can be assumed that employees, by posting comments on the web slandering their employer in order to expose his weaknesses in creating working conditions, try to put pressure on him to try to meet their requirements. It is worth remembering that such activities seriously violate the obligation to care for the good of the company. And such a good is precisely the positive image of the company created in the public space, exemplified by social media.

In the context of the above, it is worth quoting at this point the results obtained from IMM research, which indicate the negative feelings expressed by employees in the network towards their superiors. According to the research, 25% of respondents who post entries about the workplace in social media consider their superiors' flashpoint. Of the 1,000 comments made about management, half were negative. The main accusations against them were that "employers do not appreciate, complain forever, are not understanding, they care mainly about profit" (imm.com). IMM research also proves that in Poland each year many thousands of complaints expressing frustration of employees can be found on social networks, mainly due to the poor working atmosphere, unsatisfactory earnings, and poor health impact of work performed. Similar conclusions are drawn from this study that the following factors are the main reasons for giving the employer a negative assessment in social media: low salary (Y-17% of responses), authoritarian superior having a negative impact on the employee's well-being (Z - 12% of responses), excess of duties in work hindering maintaining work-life balance (17% of responses), unpleasant atmosphere in the company (X-7% of responses).

As this research shows, people from the oldest age groups (X- 20%, Y- 20%) and with the status of an employee of the company, satisfied with the terms of employment, feel the need to exchange favorable comments about the employer. The analysis of the research results shows that mainly Millennials (Y - 25% of responses, Z - 21% of responses) and most often people with the status of a company employee (27% of responses) contribute to social media in terms of entering comments under the employer's official post or current comments employer's actions (Y - 38% of responses, P - 31% of responses). Even the use of recordings from integration meetings outside the workplace becomes the share of the Y generation (22% of responses) and people with the status of company employees (19% of responses).

It can be concluded that if people satisfied with the employment conditions see the need to publish positive opinions about the employer, they most clearly perceive the company's activity through the prism of attractive opportunities for professional development. Although their online presence may be dictated by the desire to build a positive image of the employer, they should not disclose details of activities that are within the scope of their professional duties. Improving employees' awareness of the risks related to the disclosure of confidential information will help protect the company from negative consequences that could be incurred. As the experience of Maspex shows, a threat for its owner may be the activity of employees in social media for promotion in favor of the employer. The company "placed infographics that can offend the participants of the Warsaw Uprising. This action led to a boycott of the brand and sparked a lot of debate about provocation in advertising. The author of the infographics was a professional marketing company, however, the approval of the projects flowed from the company's employees. Despite immediate apology from the owner, the information was read within a few hours all social and news sites. As a result, the profile on the site social network Instagram has been removed, and cooperation has also been abandoned with the agency responsible for the publications, and the employees were fined. As part of the half a million zlotys was paid to the Warsaw insurgents" (Szwajca, Prandzioch, 2018, p. 85).

As labor market experts rightly point out, employees should be made aware of the fact that social networking sites cannot be used to discuss employment conditions. Employees should know that their suggestions for improving the company's activities in creating new solutions for them should be submitted inside the company of which they are an integral part (Paruch and Rogatko, 2021).

6. Conclusions

The aim of the research was to verify the activity of representatives of various generations that they show on social networks in the context of their professional work. The results of the research were used to identify selected aspects of their professional everyday life, prompting reflection on the Internet forum in the areas requiring improvement. As the results of this research show, the activity in the area of sharing information about the employer on Facebook, Instagram and Twitter is related to age. Their users are mainly representatives of Millennials. Facebook is used by the most people from the Y-47% generation, followed by people from the Z-28% generation. Instagram is most often used by people in the Y age group (37%), slightly less often by people in the Z group (23%).

The most numerous group of Twitter users are people from the Y generation (15% of responses) and the Z generation (11% of responses). In the case of the respondent's status, the use of each type of social media surveyed showed a statistically significant dependence on whether the respondent was an employee of the company, its former employee but employed by another employer, or a person currently unemployed. Research shows that people with the status of company employees want to appear on Facebook the most - 38% and 35% of people who are currently unemployed. They attach great importance to presenting their views from the current or previous professional life. On Twitter, people who are currently unemployed - 6% more often share information about their professional life than former employees of the company who found employment with another employer (4%).

This may be because you need to strengthen your self-esteem to gain recognition from other people. Perhaps they want to share information with the community to generate interest in themselves, so that they can be seen as active in their job search according to their expectations.

Among the users of the Instagram social network, there are more people who are currently unemployed (29%) than former employees of the company but still professionally active (23%). Taking into account the type of

entries posted in social media, it should be noted that most often Millennials (Y - 33% of responses, Z - 20% of responses) boast about their successes in their professional life.

Apparently, this means that they are proud of them as they have the opportunity to influence the results achieved by companies. It is worth increasing their awareness that posting entries about professional successes entails the risk of disclosing a company secret. Publishing photos of important events in the life of the company equally becomes the participation of seniors from generation X (15% of responses) and the youngest generation Z (14% of responses). But do they think that they should have the right to use them? If not, they may face official liability for breaching a non-competition agreement. It is worth remembering that the right to post photos from the company's life in public space is only granted to it. It is up to the company to decide whether or not to use them. Millennials (Y- 36% and Z - 16% of responses) as well as people currently unemployed (28% of responses) and former employees of the company employed by another employer (19% of responses) declare their readiness to introduce negative opinions about employers.

Often, losing a job results in users of social networking sites taking up activities in order to post critical statements about the employer on issues related to: autocratic style of team management, low salaries, an atmosphere that makes it difficult to complete tasks and work in a team, excess work duties that make it difficult to maintain work-life balance. It should be noted that if the conducted criticism leads to the humiliation of the employer in the eyes of the public, it exposes him to the loss of trust necessary to build and maintain a positive image, which is a condition for the stable functioning of the company in its environment.

When making decisions about expressing critical remarks towards the employer, the employee should be aware that offensive opinions and unfounded accusations against the employer exceed the limits of the applicable law and lead to the termination of the employment contract. Among the motives for expressing unflattering information about the employer on the forum, the respondents mention the will to share it, resulting from their personal needs (Z - 21% of responses). It is the Millennials from the Y age group (28% of responses) who also lead the way in the exchange of information about working conditions, because they noticed such activity in other users of social networks (15% of responses) and were inspired by questions from other people active in the virtual space (6% of indications).

Taking into account the above considerations, the company's ability to develop a strategy to deal with undesirable activity of employees in social media is of particular importance. The solution in this case may be the introduction of appropriate regulations in the workplace, specifying what behaviors in the field of social media are not accepted by the employer.

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