

# Digital Media and Information Literacy

The Impact of Social Media on Youth  
Employment, Handling Employee  
Misconduct & Action Steps for Redress





# What is social media?

Overall, social media is a versatile tool that can enrich your life, facilitate connections, and offer a window into the broader world.

Social media can be used for:

- Personal connections
- Information and entertainment
- Learning and social impact





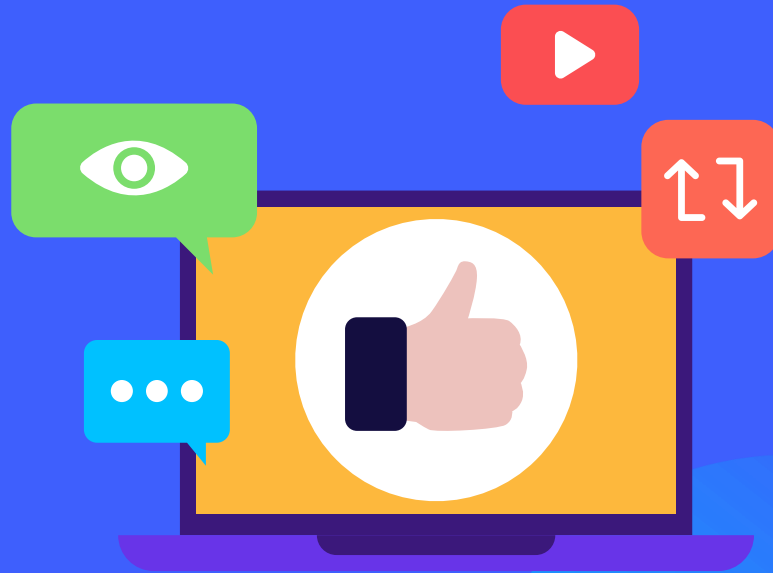
- Cultural Fit
- Professional Evaluation
- Risk Mitigation
- Identify Red Flags
- Verify Qualifications

**Why employers use  
social media to  
conduct  
background checks**



# 1. Assessing the Cultural Fit

Your values and behaviour must align with the company's culture and core values.



# 2. Professional Evaluation

Professionalism, ethics and overall suitability for a role.



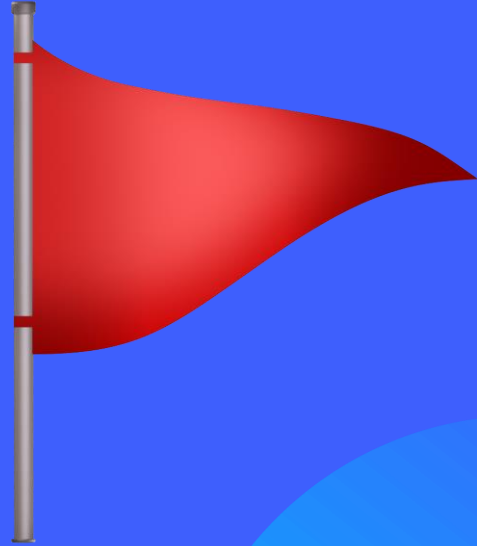
# 3. Risk Mitigation

Minimizing the risk of hiring individuals whose online actions could potentially damage the company's reputation.



# 4. Identifying Red Flags

Inappropriate or offensive content, illegal activities and discrepancies in qualifications.



# 5. Verification of Qualifications

A source of validation for candidates' qualifications and professional background.



# Pros and Cons of Social Media

## Pros

- Showcases your level of professionalism
- Builds a positive personal brand
- Networking
- Increase in opportunities

## Cons

- Inappropriate Content
- Questionable Conduct
- Poor Communication Skills
- Security Risk



# Documentation of Employee Misconduct

Code of Conduct is a set of regulations and guidelines that both employees and employers are supposed to follow.



# Documentation of Employee Misconduct

Section C59 of the Antigua & Barbuda Labour Code

Subsections 1-4  
speaks about conduct



# Action Steps for Redress in Cases where

- Investigation into the misconduct
- Disciplinary Hearing
- Preliminary Action by the Labour Commissioner
- Action by Minister of Labour (on referral)
- Formal Proceedings (Industrial Court)



# Conclusion



THANK YOU

