



Workplace Legal Essentials: Use of Social Media and Digital Promotion

With the advancement of technologies nowadays, the use and legal implications of social media and digital media promotion are demanding. HR professionals need to acquire a greater understanding of the legal knowledge necessary for safeguarding the corresponding legal rights in relation to digital media promotion.

This training is to provide a comprehensive guide to the key legal principles, with a view to facilitating their direct application by professionals and managers to daily work situations.



You will learn:

- ✓ Overview of regulations in Hong Kong governing social media and digital promotion in workplace
- ✓ Human resource related issues & cyber laws in workplace
- ✓ Digital media, governing laws and legal issues
 - Trade Descriptions Ordinance (Cap. 362)
 - Cyber Crime
 - Personal Data (Privacy) Ordinance (Cap. 486)
- ✓ Copyright and confidentiality issues in social media
- ✓ Dos and Don'ts in using social media in workplace
- ✓ Case studies and situation discussions



Who should attend?

People who work in social media field or HR compliance-related positions



19 April 2023 (Wed)
09:30 – 17:00



Cantonese
(with English Materials)



HKIHRM

Units 1810-15, 18/F, Millennium City 2, 378 Kwun Tong Road, Kwun Tong
(3-minute walk from Ngau Tau Kok MTR station exit A)



Member HK\$2,200
Non-member HK\$3,000



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ENROLMENT FORM

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CPD: 6.5 hours

Date: 19 April 2023 (Wed)

Time: 09:30 – 17:00

Speaker: Practising Barrister (Co-organised with Hong Kong Legal Training Institute)

Participant

Fee: ☐ **Member HK\$2,200** ☐ Non-Member HK\$3,000
☐ HKIHRM e-voucher* (HK\$100)

Company: _____ Membership No: (if any) _____
Name: Mr/Ms Job Title: _____
Email: _____ Contact No: _____

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