

# RiskNZ

The Society gratefully acknowledges the support  
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We also thank our hosts for this event:  
Beca, Rinnai NZ Ltd, KPMG Wellington,  
Christchurch City Council, Powerco, Trust  
Power, Wel Networks Ltd, 3R Group



# Role of social media in risk management.

It's not just about workplace literacy, the communication, numeracy, problem solving and computer skills essential for a productive workforce. When you develop the literacy skills for work, you're developing your staff to their full potential.



# Items to be covered

- Brief history of social media
- Pitfalls of social media
- Benefits of social media
- Use of social media in risk management
- Practical example
- Questions



# Brief history of social media

Where people and organisations interact by sharing and exchanging information for a common purpose.





# Brief history of social media

Is social media new?

No. In 1978 two computer hobbyists invented the bulletin board system (BBS) to inform friends of meetings, make announcements and share information through postings. It was the rudimentary beginning of a small virtual community.



## Pitfalls of social media

Everything you write or say online  
can be found . . .  
and held against you.



# Pitfalls of social media

Social media can be a great way for organisations and brands to engage with customers. But when a campaign backfires, the meltdowns are painful and all too public.



## Social media calls for supermarket boycott

[AMY MAAS](#) Last updated 05:00 09/02/2014

New Zealand shoppers have taken to social media to call for a boycott of Australian-owned Countdown in retaliation for Kiwi products being stripped from supermarket shelves across the Tasman.

Countdown have 192,000 Facebook followers.

Google 'Social media boycott New Zealand' - 460,000 results.

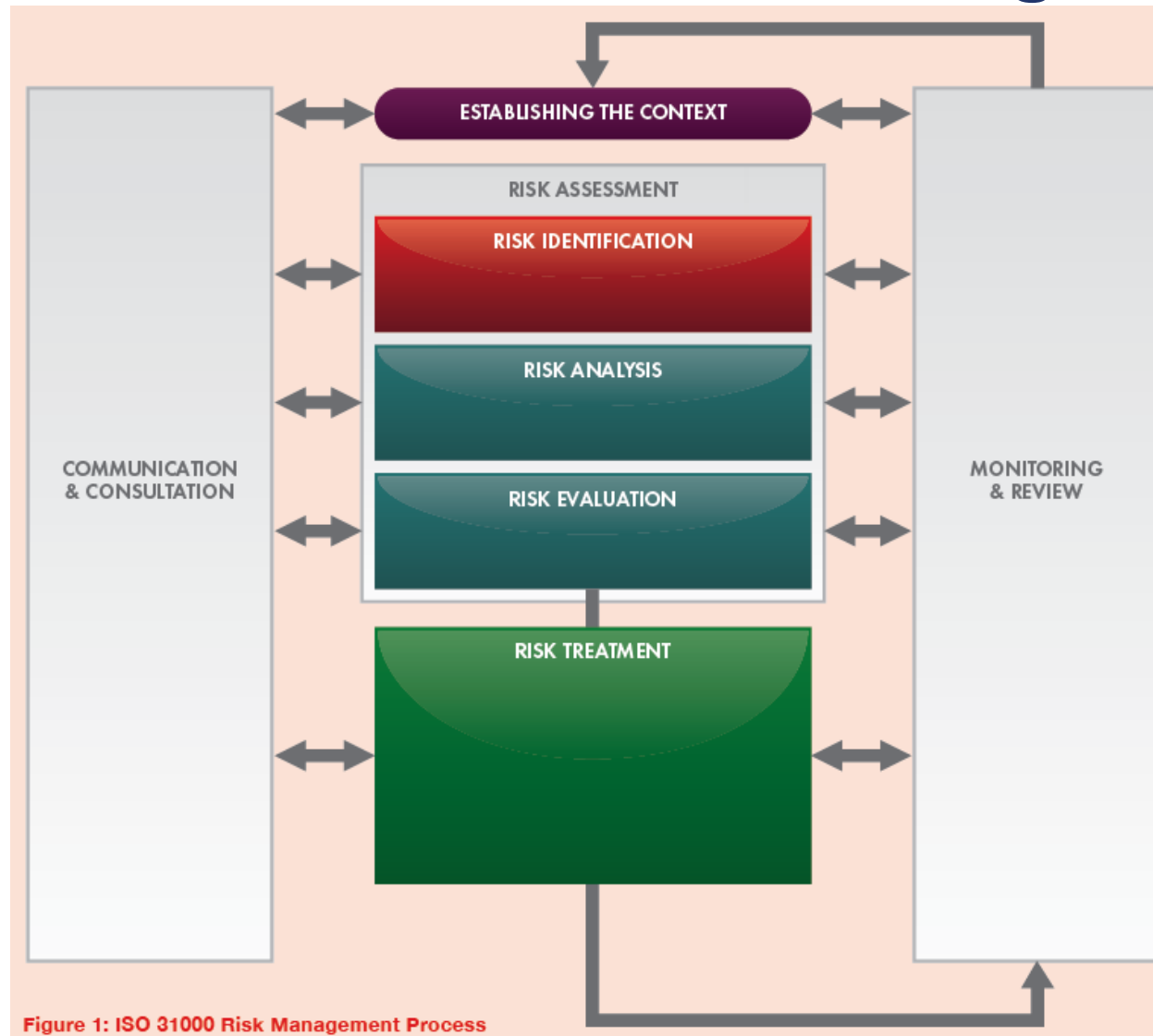


## Benefits of social media

Everything you write or say online  
you want to be found . . .  
and used for your gain.



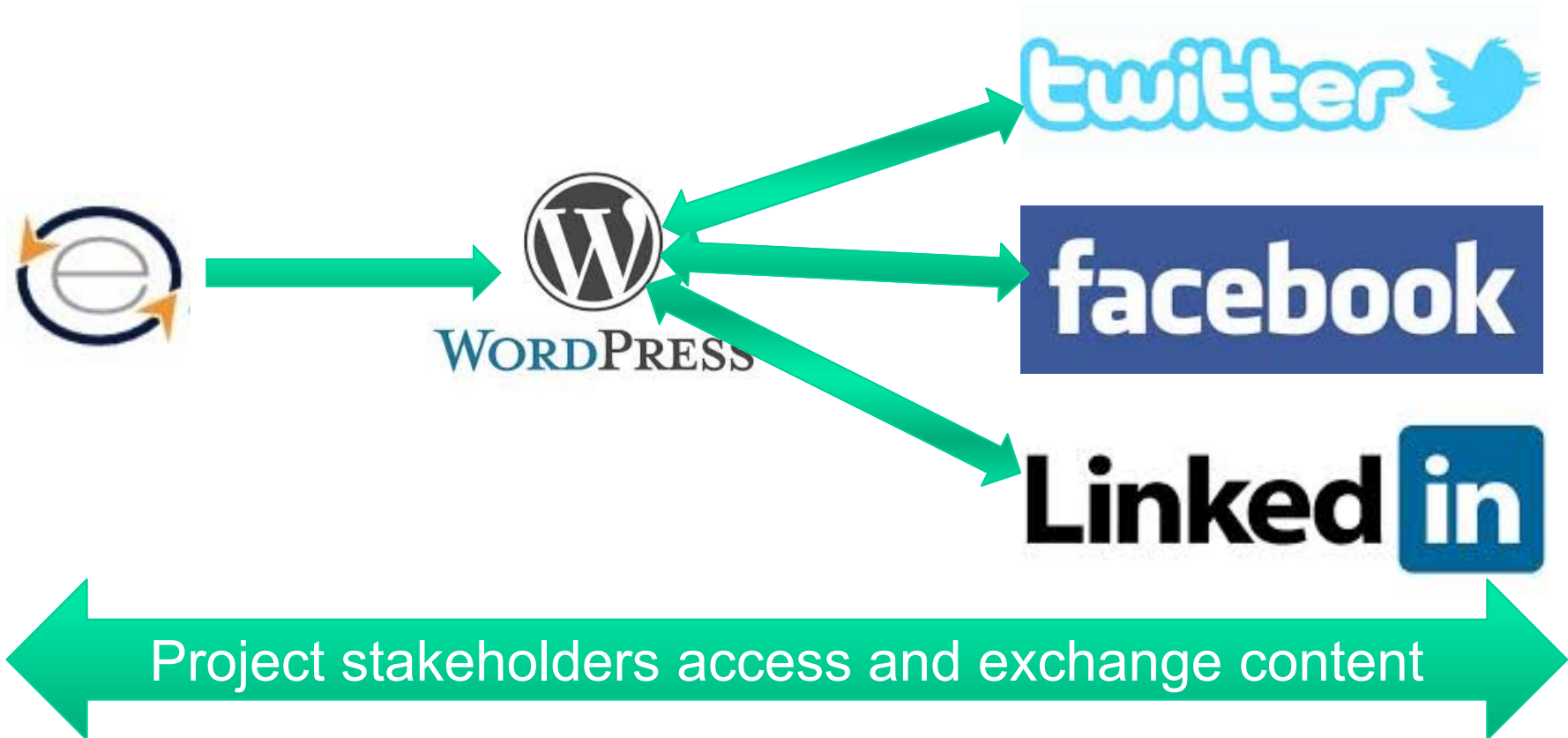
# Use of social media in risk management



# Practical example

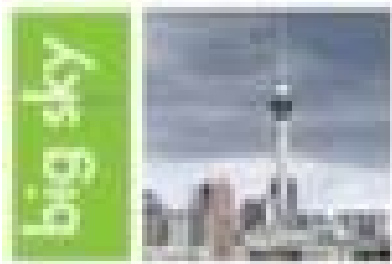


Principal – Contractor risk management for construction project. [www.prequaldemo.com](http://www.prequaldemo.com)





# Risk management application



Please ensure your HASMO Handling Certificates are current.

This alert has been generated to all stakeholders of this project.





# Publishes to Wordpress

New post on **Big Sky Builders Demo Blog**



## Bulletin: Winter and adverse weather events

by Big Sky Builders Demo

BIG SKY PROJECT ALERT BULLETIN New Zealand is particularly prone to storms as it lies in the 'Roaring Forties', where mild-temperature air from the north meets cooler air from the south. WHAT IS A STORM? A storm is a disturbance of the atmosphere that can cause strong winds, rain, thunder, lightning, heavy snow and rough [...]

[Read more of this post](#)







# Contractor Portal

## Welcome to Big Sky Builders Contractor Management Portal



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### We Take Safety Seriously

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### Working With Contractors For Better Outcomes



Take the Safety Survey

#### Tweets

Follow

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@bigskybuildersd

Bulletin: Winter and adverse weather events

[wp.me/p3MFUN-R](http://wp.me/p3MFUN-R)

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 **Big Sky Builders** 1h  
@bigskybuildersd

Bulletin: Revised Contractor Terms

[wp.me/p3MFUN-Q](http://wp.me/p3MFUN-Q)

Show Summary





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## Tweets



**Big Sky Builders**

@bigskybuildersd

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Bulletin: Winter and adverse weather events [wp.me/p3MFUN-R](http://wp.me/p3MFUN-R)

 Reply  Retweet  Favorite  More



**Big Sky Builders**

### **Bulletin: Winter and adverse weather events**

BIG SKY PROJECT ALERT BULLETIN New Zealand is particularly prone to storms as it lies in the 'Roaring Forties', where mild-temperature air from the north meets cooler air from the south. WHAT IS A ...





## Contractor acknowledgement recorded

Alert \* Project Start Up Newsletter ▼

Released 09-Aug-2013 [dd-MMM-yyyy]

Sent 09-Aug-2013 16:09:29 [dd-MMM-yyyy HH:mm:ss]

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**USER ACKNOWLEDGEMENT REQUIRED**

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☒ Click here to acknowledge that you have read and actioned the alert.

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Any Comments? Looking forward to the project kick off.

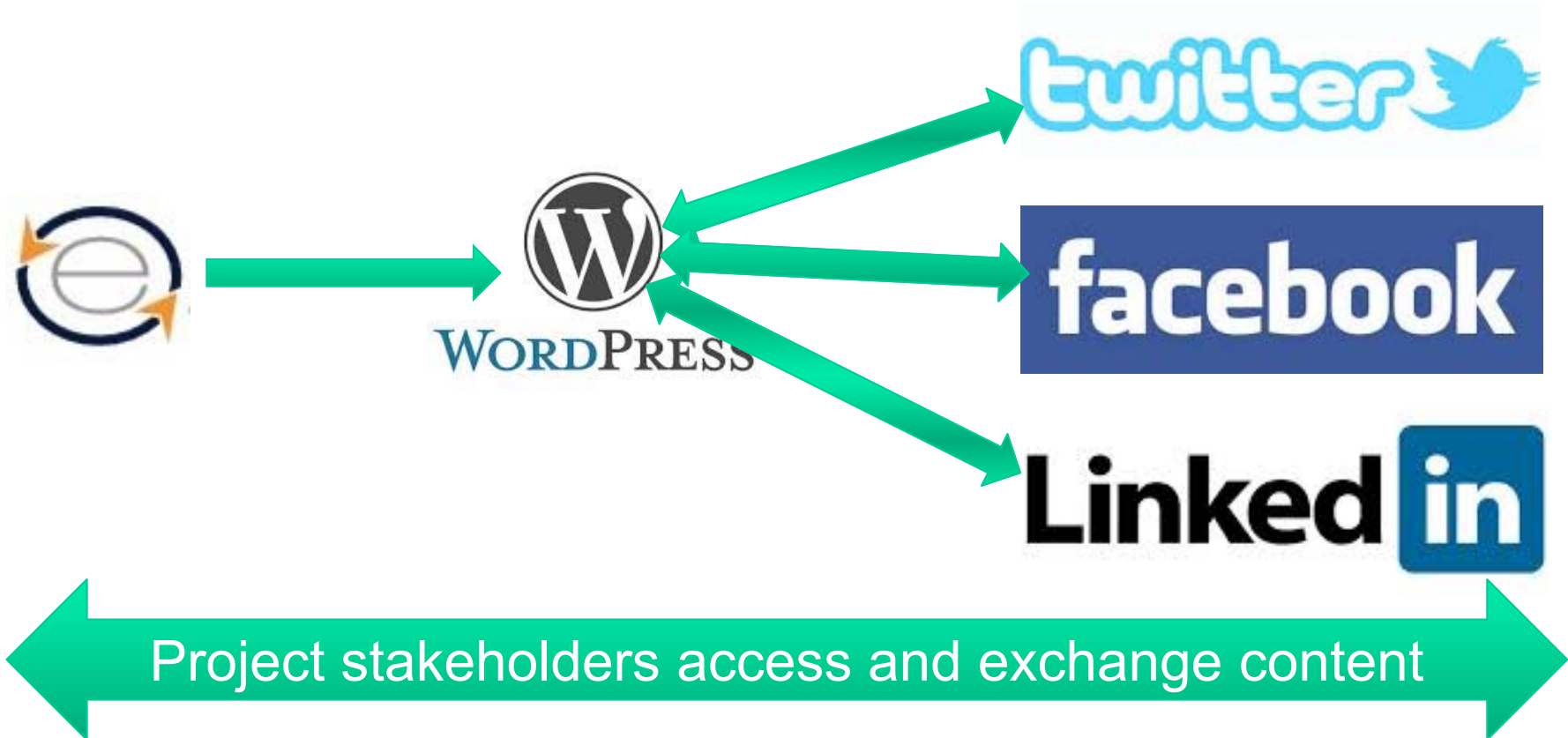
Update Cancel



# Practical example



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# Questions?

