



TELEGRAM

HAPPY FLAG DAY!

Ever wondered about the symbol in the GRAM logo? Our "flag" logo signifies our company's ability to bend with the times, stand strong while changing in the wind, and represents our pride of service. Our services are fluid like fabric, and interwoven with experience, dedication and focus to hospitality and profitability.

Driving Business from Drive Markets

By Linda Komornik, TeleGRAM Editor

Have you noticed that most retailers, businesses, hotel and travel companies, as well as many product advertisements are focusing on driving business and encouraging people to travel? I've noticed that almost every brand of hotel is focused on getting people to hotels via highways rather than skyways!

The Open Road is Open Again! One recent product commercial suggested that, 'if you think about the last few years, many of us have developed a new perspective on what is important.' Maybe, this time of limited travel will help us see just how connected we really are. And maybe, if we look at the big picture, it will remind us how amazing freedom is and show us how to make the best of the business that is traveling.

While these commercials are primarily directed to leisure drive travel, we are starting to see these messages erode into the corporate world - specifically business travel. Companies are traveling again, but many businesses are hesitant of flying because of the risks the pandemic have imposed on that method of travel and the increased cost of air fares.'

*It may be a while before you see the world from 35,000 feet again.
We happen to think the view from 6 feet is even better.*

Keeping all this in mind, I encourage our hotel sales people to focus on drive markets when looking for new business for our hotels and resurrecting old business. Look for companies within a 200-mile radius of your hotel (about a 4 hour drive time). Research your customer data base and look for corporate offices, warehouses, and plants within that radius. Cross reference that list to local companies. Bingo, now you have a source and a destination for business travel!

Set up Google Alerts for companies in your area that you are currently doing business with, for companies you WANT to do business with, and for companies that are currently your competitive set's customers. When you see news about any of these companies, reach out!

Call on new car, motorcycle, and recreational vehicle dealerships. Work with them to develop packages, promotions, and other programs for people who are traveling to the area in search of a new vehicle. People will be driving more and may need to upgrade their vehicle.

Call on car rental companies and partner with them for people who might be renting cars to go on business trips.

Reclaim the road trip! There are many opportunities for our hotels, especially suburban properties, to grab on to drive market business. Think about why your hotel and location would be attractive to a business traveler and then customize your offering to include these reasons.

WHAT'S COMING UP?

Mother's Day, Memorial Day, Flag Day, Father's Day, Juneteenth, June Solstice, 4th of July! Are you ready?



I AM HUMAN, I AM A RESOURCE

SUZANNE BAELE, CORPORATE DIRECTOR
OF HUMAN RESOURCES

"America was not built on fear. America was built on courage, on imagination, and on unbeatable determination to do the job at hand."

Harry S. Truman

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BY THE NUMBERS

GABRIELLE SMITH, CORPORATE CONTROLLER

"I think of a hero as someone who understands the degree of responsibility that comes with his freedom."

Bob Dylan

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SELLING THE SIZZLE

LINDA KOMORNIK, CORPORATE DIRECTOR OF
SALES & MARKETING

"The fact is, every friendship you make, every bond of trust you establish, you are shaping the image of America projected to the rest of the world."

Michele Obama

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OPERATIONALLY SPEAKING

DAVE AKRIDGE, PRESIDENT & REGIONAL
OPERATIONS

"Only in America can someone start with nothing and achieve the American Dream. That's the greatness of this country."

Rafael Cruz

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I AM HUMAN, I AM A RESOURCE

SUZANNE BAELE, CORPORATE DIRECTOR OF HUMAN RESOURCES



The month of May has many observances and noted honors. For example we honor all kinds of Mother's early in the month. There's Ride a Unicycle Day and NASCAR Day as well.

At the end of the month, the last Monday of the month in fact, we observe Memorial Day. Memorial Day is all about honoring and mourning all U.S. military folks that have died while serving in our armed forces.

While this dedicated weekend is designed specifically to honor the people who have sacrificed their lives for us, it has to be about more. Choosing to honor the people who selflessly chose to serve this great country of ours is paramount to our future. Were it not for them, we'd have to ask ourselves 'what would our lives be like today?' Elie Wiesel, winner of the Nobel Peace Prize in 1986 noted that *"Without memory, there is no culture. Without memory, there would be no civilization, no society, no future."* Honoring those who gave up their lives for our freedom makes us better and allows us to teach our children what is important in life.

Maya Angelou, noted writer asks us *"How important it is for us to recognize and celebrate our heroes and she-roes."* Something definitely to ponder. Who's your hero and how will you honor them this weekend (and everyday)?

Lastly, let us channel the words of General Douglas MacArthur, *"Duty, honor, country. Those three hallowed words reverently dictate what you ought to be, what you can be, what you will be."*

May you all have peace and honor over these next days, and everyday.

LET'S CELEBRATE

In case you want to celebrate, here is a list of National and "other" holidays:

5/18 - Visit Your Relatives Day; 5/21 - Bike to Work Day; 5/23 - Lucky Penny Day; 5/25 - Brown Bag It Day; 5/29 - Memorial Day; 6/2 - Donut Day; 6/7 - Chocolate Ice Cream Day; 6/14 - Flag Day; 6/16 - Road Trip Day; 6/18 - Father's Day; 6/21 - Summer Solstice; 6/27 - Sunglasses Day; and 6/29 - Camera Day.

Remember salesmanship means being unique and standing out from the crowd. Some of these "days" will allow you to get your customer's attention in a positive and unique manner.

STANDING OUT FROM THE CROWD

Weird and wacky sales suggestions from Linda.

May 18th - Visit Your Relatives Day - Time to dig out your "more heads than beds" flyers and promote family reunions and vacations. You know your customers want their relatives to visit - but would rather they sleep somewhere else. Promote your hotel as an alternative to couch or floor sleeping.

May 23rd - Lucky Penny Day - It makes "cents" for your customers to choose your hotel over the competition. Deliver "pennies for their thoughts" and thank your customers for sending their guests to your hotel.

May 25th - Brown Bag It Day - Put together a sack lunch and visit a customer. Pick a day where the weather is beautiful and ask your customer to picnic while discussing business.

June 2nd - Donut Day - This is an easy day to celebrate. Prepare bags of your breakfast donuts and call on customers. Throw in a thermos of java and you have all the makings of a great sales call. Wake up and smell the donuts!

June 27th - Sunglasses Day - Invest in a selection of fun sunglasses and call on customers. The theme: "Your future at our hotel is so bright we gotta wear shades!" Sit outside and soak up some Vitamin D while talking business.

June 29th - Camera Day - Pull out those selfie station posters and displays and set up them up in your lobby. Encourage guests to "check in" on social media and post selfies of themselves in your hotel. Make sure your selfie stations have your hotel's name, location and hash tags.

TELEGRAM STAFF:

EDITOR/CORPORATE SALES & MARKETING
Linda.Komornik@GreatAmericanHG.com

CONTRIBUTING WRITERS

PRESIDENT

Dave.Akridge@GreatAmericanHG.com

CORPORATE HUMAN RESOURCES

Suzanne.Baele@GreatAmericanHG.com

CORPORATE CONTROLLER

Gabrielle.Smith@GreatAmericanHG.com

180 LOCUST STREET | SUITE 2 | DOVER, NH 03820
603.373.1510 | WWW.GREATAMERICANHG.COM

BY THE NUMBERS

GABRIELLE SMITH, CORPORATE CONTROLLER



5 WAYS TO AVOID HOTEL ACCOUNTING & BOOKING ERRORS

Written by Analytix Editorial Team | January 3, 2018. To read entire article, [follow this link](#).

Avoiding hotel accounting and bookkeeping errors is as much a function of practicing diligence and consistency as it is about competent, even-keeled staff managing it. While no business can claim to have 100% error-free accounting, working to prevent errors from happening is critical. It is also more cost-effective to prevent mistakes from happening in the first place, rather than correcting them later. What are the different ways in which to avoid hotel accounting and bookkeeping errors?

Follow Key Accounting Procedures Diligently

Ensuring consistency is easier when the basics are followed. As a first step, ensuring paperwork is complete, entries are recorded consistently, and categorization of income and expenses is carried out correctly, can boost chances of error-free accounting. There are tasks within accounting and bookkeeping that must be performed regularly or on a daily basis. Other tasks, such as creating new vendor lists, statement reconciliation, inventories for hotel supplies, food and beverage, and merchandise are critical functions that can help the accounting function to operate smoothly but do not need to be performed daily.

Work Within the Budget

Following a budget is a useful way of ensuring that the hotel's operating expenses are reduced. A budget also restricts overspending and helps staff align with financial goals and ground realities. More importantly, creating a budget allows everybody involved to understand the financial limitations of the business and help realize long-term goals and short-term objectives. Needless to say, budgeting is also a part of classic accounting practices that should not be overlooked.

Ensure Error-Free Data Entry

Bookkeeping is all about recording transactions correctly. Data entry is a big part of bookkeeping and includes essentials such as bank reconciliations and reconciliations between accounts payable and receivable. This means tracking vendor and customer invoices and receipts along with reviewing vendor statements. Manual data entry can be prone to errors and must be reviewed periodically to make corrections in the numbers and ensure accurate records for all transactions. System generated interfaces reduce the possibility of errors.

Be Stringent About Creating Back-ups

Backing-up your data is a non-negotiable function of hotel accounting and bookkeeping. Backed-up data must also be reviewed and should be periodically checked for errors with potential corrections made in a timely manner.

Delegate Work Responsibility

Time is of essence for the owner of a growing business. Having well-timed, reconciled data available can help a business ensure accuracy and reliability in financial records when reporting/filing taxes, in addition to benefiting from money saved when working with error-free records.



NEW KID ON THE BLOCK

SPRINGHILL SUITES QUAKERTOWN

Great American Hotel Group, Inc. is pleased to announce that they have hired a new General Manager at the SpringHill Suites in Quakertown, PA. Michael Ball will direct operations at the all-suite hotel, owned by Sohum, Inc., managed by GRAM, and operated under a franchise license with Marriott International. Mr. Ball is a seasoned hotel general manager, formerly out of the Florida Keys. After having been out of hospitality during the COVID pandemic, he is excited to rejoin the hospitality industry. His experience is based in the full-service, independent resorts sector, and Mr. Ball is excited to leverage his expertise and guest experience skills with the SpringHill Suites Quakertown, a Select Service brand under the Marriott umbrella.

"I am delighted to be in Quakertown and look forward to the challenge of leading this beautiful hotel to the forefront of the Quakertown hospitality community," noted Ball. "I love this area and look forward to diving in and serving the people of Upper Bucks County and Northeastern Pennsylvania."



SELLING THE SIZZLE

LINDA KOMORNIK, CORPORATE DIRECTOR OF SALES & MARKETING



HOTEL SALES DEPARTMENT RED FLAGS

Article was written using data from MeetingsNet.com article "[Room Blocks and Red Flags: How Hoteliers Think](#)" By Regina McGee |

"Hotel sales teams evaluate your meeting business a lot differently now than they did in the years following 2008, when the economy tanked and travel of all kinds took a nosedive. With hotels looking at a lot of empty rooms, meeting planners had plenty of leverage. All of that has changed as the recovering economy has fueled demand and very little new hotel room inventory has come online. It's the old supply and demand story, but with a couple of new twists. What are the new twists and what do they mean for you? Read on."

Most Important Factors in Evaluating Group Business



Key Findings: Red Flags, Sticking Points, Decision-Makers

- Nearly three out of four respondents (73 percent) said that room rate is one of the most important factors when evaluating group business. A majority of respondents (56 percent) also cited compression/other demand as an important factor in evaluating group business.
- A large majority of respondents (91 percent) consider the dates of the event in giving a planner the most favorable rate for group business, and 79 percent also consider availability/compression.
- The biggest red flag for 68 percent of respondents is concessions that are lengthy or unrealistic, while 67 percent point to the ratio of sleeping rooms to meeting space.
- During contract negotiations, respondents said, the key sticking points are financial risk/liability/ attrition (75 percent), room rate concessions (63 percent), and cancellation (58 percent).
- 70 percent of respondents will reject business for a block of rooms if the room rate demands are unrealistic. Additionally, the majority of respondents will also reject business due to compression/other demand (54 percent) or the ratio of sleeping rooms to meeting space (51 percent).
- A large majority of respondents (85 percent) indicated that driving profits is highly significant in today's marketplace.
- The majority of the respondents said that the ultimate decision-maker in accepting meeting business is not the property's revenue manager but the sales director or manager.

So, what do all these statics mean to the sales leader on property? It means you have to listen to your customer carefully, identify what their red flags are and then work with them to overcome objections, and know your market and competition inside and out. Simple, right?

A seasoned sales person can probably do this in their sleep.... but a newbie sales person, or someone who has been out of market for a while will need to train/retrain their mind to think like the customer and know the competition. Developing a relationship with your revenue manager and an open conversation with your general manager will help to make sure that everyone is singing out of the same hymnal when it comes to bidding and contracting with groups.

The above findings also validate the old adage that the three most important variables in negotiating meeting business are rates, dates, and space, with the added note: now more than ever. Having a written plan in place with guidelines for quoting and group ceilings will go far in making sure that your hotel maximizes profit based on occupancy.

Continued on Page 7 - Red Flags

PROFESSIONAL HOTEL MANAGEMENT SERVICES

Referrals to other hotel owners and institutions helps us to grow our business. If you or your team are aware of a group looking for new hotel management then we are the team for you. Contact Dave Akridge or any GRAM team member with information. Thank you.

EXPLORE *Your Options*

WHAT WE DO FOR YOUR ASSET

+ Hotel Management

We are a professional, experienced and responsive full service hotel management company.

+ Asset Services

We provide development services, third party management, and lender services for clients.

+ Versatile Terms

We provide quality hotel management at fair prices. Short and long-term contracts available.



GREAT AMERICAN
HOTEL GROUP

Making it our business to grow your business.



Business Solution Operations

Oversees operations for all assets following brand standards, monitoring and maintenance of all systems and FF&E



Business Solution Accounting

Day-to-day accounting, monthly reporting, accounts payable and receivable for all hotels in our portfolio



Business Solution Human Resources

Human Resources oversight, leadership acquisition, and ongoing review of standards and policies



Business Solution Sales & Marketing

Oversees sales strategy, revenue management, promotions, collateral design, hotel photography, and sales opportunities

CONTACT US TODAY - PROFESSIONAL AND REACTIVE TEAM



603.559.2126



Dave.Akridge@GreatAmericanHG.com



GreatAmericanHotel.com

COST VS. CONSCIENCE

Highlights from a Booking.com press release published in Hospitality.net on April 21, 2023. Read the full article [here](#).

Adopting sustainable micro-habits on vacation

Despite existing barriers and the tightening of purse strings, it's clear there's a huge appetite for solutions with four in five (80%) travelers confirming that traveling more sustainably is important to them. Travelers say they are converting intent into action by taking active small steps at home, and when traveling, to drive a more sustainable future. Encouragingly, today 68% use reusable shopping bags, 64% recycle waste and 58% carry their own reusable water bottle - and there's been a significant uptake in travelers adopting everyday habits on vacation in the past year.

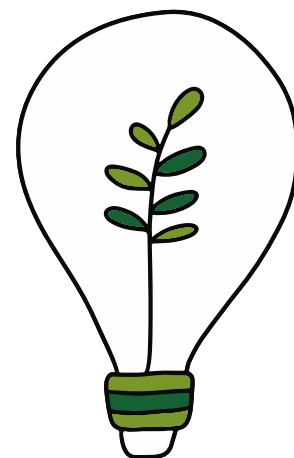
- 67% turn the air conditioning off at accommodations when they aren't there, up 29% from 2022
- 60% re-use the same towel multiple times, up 25% from 2022
- 55% use their own reusable water bottle, up 19% from 2022

More than three-quarters (77%) say they turn off the lights and appliances at accommodations when they aren't there, while almost half (45%) now recycle their garbage when traveling. Even more promisingly, travelers are taking action to make conscious choices on vacation that go beyond these everyday micro-habits. When it comes to transportation, 43% now plan their sightseeing so that they can walk, bike or take public transport, while 43% travel outside of peak season in a bid to avoid overcrowding - both up 10% from 2022. There is also consensus amongst travelers on taking the 'buy local' mantra on vacation, with 43% favoring small, independent stores.

Trust, truth and the travel industry

Unquestionably, amid rising climate anxiety, travelers are becoming more responsible consumers, from their accommodation to their transport choices. With two thirds (66%) wanting to leave the places they visit better than when they arrived, today's travelers are increasingly adopting a regenerative approach to travel and searching for vacations with maximum positive impact, while seeking credible assurance when booking across the entire travel experience. For example, travelers can now easily filter their rental car search results to quickly find fully electric and hybrid cars across 110 countries for their next trip. Or choose one of over 500,000 more sustainable options for their next stay, no matter the accommodation type. Nearly two thirds (65%) would feel better about staying in a particular accommodation if they knew it had a sustainable certification or label, while 59% want to filter their options for those with a sustainable certification next time they book.

In response, the travel industry must adapt to meet the changing expectations of these more conscious consumers, to accommodate the third (30%) always on the lookout for brands that promote sustainability, as well as the 69% who are interested to learn more about why specific options are recognized as more sustainable, such as eco-friendly LED lighting and water-efficient toilets for a more sustainable stay. Still, with one in four (39%) travelers today not trusting that the sustainable travel options labeled are truly more sustainable, there are huge strides for the travel industry to make in gaining the trust of consumers.



OPERATIONAL SPEAKING

DAVE AKRIDGE PRESIDENT AND
REGIONAL DIRECTOR OF OPERATIONS



BEST PRACTICES TO IMPROVE HOTEL MAINTENANCE MANAGEMENT

By Lindsey Walker, marketing manager NEXGEN. Article published in eHotelier on 3/9/23. Click [here](#) to read the entire article.

"One can observe a multitude of factors that influence the quality of a guest's stay. However, it is evident that technical glitches that disrupt the guest experience are hard to ignore. Fortunately, implementing an efficient approach towards maintaining the hotel can avert a significant portion of such problems."

Having an effective hotel maintenance program is essential to making sure that all systems, components, and equipment within a hotel property are properly maintained and repaired. Depending on the size of the hotel and the range of services it offers, the scope and degree of maintenance work will determine how much staff and how much effort is needed to prioritize the issues affecting the comfort and satisfaction of hotel guests. Plumbing, HVAC, lighting, and the overall appearance of the establishment are areas of special focus for hotel maintenance teams. If the physical plant is good then the guest is happy. If the guest is happy then they tell their friends and business grows.

Hotel maintenance management doesn't require specialized knowledge or a lot of bells and whistles. However, to ensure consistent results, hotels must establish a set of best practices. Here are a few topics to focus on at your hotel:

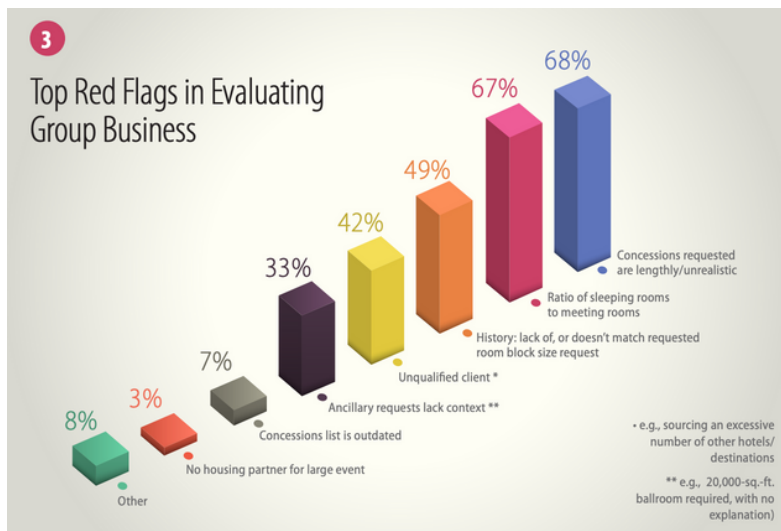
- **Establish SOPs:** SOPs are the roadmap for your maintenance team to follow and ensure that tasks are completed consistently and efficiently. Standard operating procedures should cover everything from routine tasks, such as cleaning and inspections, to emergency procedures, like dealing with power outages or plumbing issues.
- **Organize and Computerize:** Consider investing in maintenance management software. If you don't have the budget for software - then make sure you have a series of manual logs, trace files, and/or notebooks. Having a system in place to keep track of all your maintenance tasks, assign work orders to your team, and even generate reports to see how everything's going is paramount to an organized and well-maintained facility and operation.
- **Speed is your Best Friend:** Speedy (accurate and complete) resolutions of maintenance issues are essential and what guests expect. Having a team in place that can promptly address maintenance needs, will not only improve the guest experience but also prevent issues from snowballing into larger, more costly problems. So, prioritize fast and efficient maintenance management and keep guests happy.
- **Prior Planning Prevents Poor Performance:** Keep in mind that these 5 P's are the key to maintaining a hotel. Good scheduling, and planning make all the difference and can ensure that maintenance tasks are carried out in a timely and efficient manner. Keeping a calendar of due dates and rotations will help prevent small problems from turning into big issues, and keep guests happy and comfortable during their stay.
- **Check Lists:** In order to efficiently stay on top of maintenance tasks, create a comprehensive hotel maintenance checklist. This checklist should include everything from routine tasks like changing air filters and inspecting plumbing fixtures to more complex projects like repainting or replacing furniture. By having a clear and detailed checklist in place, no maintenance tasks fall through the cracks, and your hotel stays in top-notch condition for your guests.
- **Inventory and On Hand Supplies:** Keeping track of what items you have in stock, how much you have, and where they are located is just good management. If you have the right amount of stock on hand to meet customer demand, while also minimizing waste and reducing costs, then there is no down time when something goes wrong or breaks down. This can involve everything from setting up inventory management software to conducting regular physical stock counts. So, if you want to optimize your inventory and improve your bottom line, start by taking a closer look at your stock control practices.

Continued from Page 4 - Red Flags

"Hotel owners aren't necessarily in the hotel or hospitality business. Many are in the money business," explains Julie Mullins Scuras, InterContinental Hotels Group. "There's more focus on evaluating the profitability of a piece of meeting business." Thanks to the availability of data and professional revenue managers, hotels can apply yield management strategies as never before to optimize revenue. No tool is more widely used in this regard than the STAR report, showing a hotel's performance in comparison with its local, competitive set of properties. Reviewing your hotel and market's occupancy, RevPAR, and ADR, and comparing yourself to the averages for the competitive set and index are sure fire ways to keep your fingers on the pulse of the market and help you when a client calls.

"With room revenue accounting for 60 percent to 80 percent of a hotel's revenue stream, room rates have always been a critical factor. The difference is that now there is both increased pressure to optimize group revenue and the data tools to do it in real time. As Kevin Boland, director of sales, San Diego Metro Market, Starwood Hotels and Resorts Worldwide, puts it: "Room rates are like the steering wheel in the car, and when you look under the hood you can find a lot of important stuff controlling that wheel.""

One of the other biggest red flags are concessions from planners..... specifically comp rooms. Great American Hotel Group typically does not advocate the philosophy of comp rooms and suggests that only in the rarest of circumstances that we bow to those requests. Team travel planners and venue room block companies are not only demanding that hotels give comp rooms, but kick backs as well. We highly suggest that you negotiate these terms and try NOT to have both. In the "pay to play" reality of meeting planning organizations, this is a very tough thing to overcome. In fact, some of our hotels are turning down this type of business and waiting out the events to take advantage of compression and last minute bookings which often do not have the same requirements. It's a bit like throwing the dice - but in some cases it can be more lucrative to NOT participate in these citywide bid offerings.



The biggest trouble with concessions is that they can drive the average room rate down for the group, a huge problem these days when a property's average room rate and RevPAR are being benchmarked against its competitors. It is also a pain in the neck to keep all these concessions organized, especially if they differ group-to-group. Better to set a strategy and try to get everyone to accept your SOP for concessions than to play roulette with each different company and tournament.

Writing your concession policy in your contract is important now more than ever.

There are definitely a few strategies that sales managers can employ when evaluating and contracting with group planners. Hotels are having luck with a series of cut off dates rather than one hard cut off date. For example, if the group has a 50 room block with a 30 day cut off, why not have several cut off dates.... formally washing the group in stages rather than simply washing the group behind the scenes. How many times have we cut groups because of demand and then at the last minute the group picked up the full block and we had already pulled them from the group? Perhaps 10% of group can have a 60 day cut off, another 20% of the group can have a 45 day cut off, and then the remaining 50% of the group with the 30 day cut off. This would leave plenty of opportunity for hotels to not go down with unsold rooms. Another factor could be attrition penalties written into agreements. Many hotels have removed attrition from their contracts because it is very hard to enforce and collect.

Happy turning Red Flags into Green Flags!

Julia

TIPS FOR UPDATING YOUR SOCIAL MEDIA POLICY

By New England Biz Law published on 5/2/2023. Read the entire article [here](#).

Editor's Note: Before enacting any type of digital or informational social media policy, please consult your hotel brand mandates and standards and follow those first. When in doubt, contact Great American Hotel Group staff for guidance on policy.

In the past, it was sufficient for employers to have a simple social media policy. An employer could essentially bar employees from using company devices to post non-work-related content on social media and mandate that work-related posts be business appropriate. But, with social media on platforms like TikTok — where users can upload videos to be filtered through a feed and shared with millions of other users — taking over, now is a good time to review and update your company's social media policy.

In considering policy updates, you might at first be tempted to ban employees from posting on TikTok or similar apps.

However, employees who are active on social media might be in a good position to understand the social pulse of your customer base, and in turn, help the company grow by using these platforms to your company's advantage.

Furthermore, the new generation of employees is accustomed to networking, collaborating and problem-solving via social media. Enabling these activities in your workplace might make your company more desirable to Gen Z and younger millennial applicants.

Make sure that your social media policy has the necessary provisions to address legal and business concerns.

Here are some key general areas to consider in re-evaluating your company social media policy:

- Address privacy and confidentiality: Include a provision that bars employees from posting videos that expose private, business-related matters on public platforms. For example, an employee who makes a TikTok recording of their cool at-home workspace while a Zoom meeting is in progress could be broadcasting proprietary information to the world.
- Bar any posts or videos that harm the company's reputation: Social media consumers prefer posts that seem authentic, which means people posting are trying to be "real." That can result in employees sharing information that makes the company look bad, such as complaints about colleagues or working conditions. That kind of posting needs to be regulated in a social media policy.
- Make clear that all other workplace rules apply to social media: Include a reminder that all existing workplace policies — such as anti-discrimination, anti-harassment, and confidentiality policies — apply in a social-media context. At the same time, address the unique risks that arise in cases where employees are encouraged to engage with your company's brand on social media and the rules around doing that.



HOW UPDATED JOB DESCRIPTIONS CAN LIMIT A COMPANY'S LIABILITY

By Stephen Scott, New England Biz Law published on 5/9/2023. Read the entire article [here](#).

Accurate job descriptions help employees understand their roles and responsibilities, and they can also protect a company from potential legal issues. Employers that don't keep their job descriptions up to date can run into trouble. For example, if a job description doesn't state that a task is an essential function, it's hard for the employer to argue that someone can't perform the job without it. Similarly, plaintiffs have successfully sued for "failure to hire" when job descriptions don't include certain qualifications. Updated and accurate job descriptions are critical to limiting liability.

Updated job descriptions allow meaningful performance reviews. Job descriptions are crucial for performance evaluations and improvement plans. They let employees know what's expected of them, so it's important to make sure they're accurate and up to date. When you're reviewing an employee's performance, it's helpful to refer back to the job description to make sure everyone is on the same page. And if an employee isn't meeting the standards outlined in the job description, a detailed and clear description can prevent any surprises during evaluations or disciplinary meetings.

Job descriptions are important for a variety of practical and legal reasons. If they're out of date, vague, or inaccurate, they're not only useless but also can put your company at risk for legal liability. That's why it's crucial to review your job descriptions with counsel. Accurate and up-to-date job descriptions help you make informed decisions about hiring, discipline, promotion, compensation, and termination. They can also serve as evidence of your company's compliance with the ADA, FMLA, and FLSA. If your job description is out of date, reach out to counsel today.