**In your face(book): Social Media and UNfair Labor Practices**

**Required Changes in Critical Incident**

1. Clarify David as an activist employee.

Response: David is now described as a union activist and Jimmy John’s employee in the first bullet point in the second paragraph of the critical incident:

* A post giving the phone number of a **union activist and Jimmy John’s employee, David Boehnke,** suggesting that the Facebook members send him text messages to “let him know how they feel.”

1. Clarification: Clarification between Muligans (Father/Son)

Response: Each time the name Mulligan is used the Critical Incident, it specifies which Mulligan.

1. Describe the slanderous nature of posters in critical incident.

Response: The poster is now described in the second paragraph:

As the union fight escalated and focused on sick leave, union activists threatened to plaster the city with flyers insinuating that sick Jimmy John’s workers were making sandwiches. The contentious poster showed two identical sandwiches, one purportedly made by a healthy worker, the other a sick worker. The poster then states, “Can’t tell the difference? That’s too bad because Jimmy John’s workers don’t get paid sick days. Shoot, we can’t even call in sick.”

**Required Changes in Teaching Note**

1. Additional pedagogical material on role play from question not a learning objective.

Response: The learning objective involving role play has been deleted as it was not a learning objective. As such additional pedagogical material has not been added. In terms of additional pedagogical materials, it was also suggested that we look at Cora Petters work. We did not add her research as its focus is on consumer-generated negative social media messages. See [Social Media and Negative Word of Mouth: Strategies for Handing Unexpecting Comments](http://digitalcommons.kennesaw.edu/cgi/viewcontent.cgi?article=1018&context=amj) available at <http://digitalcommons.kennesaw.edu/amj/vol1/iss2/7/> . As described by Cora and the other authors, “The purpose of this paper is to flesh out the tensions that exist as marketers deal with consumer-generated negative social media messages and present possible responses for marketers dealing with this form of negative word of mouth (WOM).” While it is likely that some connections can be made between customer speech and speech by employees, it seemed too broad for a focused critical incident.

1. Specific management courses.

Response: The specific management courses are now listed and include labor relations, collective bargaining, and human resources.

1. Social Media Policy in References needs to be sourced.

Response: The citation for the Social Media Policy in the Appendix is added to the end of the policy. The source is National Labor Relations Board Report Update on Social Media of the Acting General Counsel referring to the Advice Memorandum in Walmart Case 11-CA-067171(2012, May 30).

**Suggested Changes in Critical Incident**

1. Opportunity for smaller case based questions from broader questions.

Response: The dilemma is now couched in terms of both macro and micro issues. Specifically, the following question is added, “What, if anything, should Mike Mulligan do about Rob, his son, and the managers’ use of social media?”

1. Reference back to earlier case.

Response: This change will be made in the final revision. To add this now would reveal an author.

**Suggested Changes in Teaching Note**

1. Adjust to Bloom’s Taxonomy.

Response: The learning objectives have been revised to be clear that the questions fall within the evaluation level of Bloom’s Taxonomy.

1. Cora Petters for additional pedagogical materials. See response above.

**Suggestions from the Dr. Edmonds, Chair of the session**

1. Since this CI is also dealing with ethical issues it might find application in a Business Ethics course as well.

Response: Ethics has been added as a possible course use for the critical incident.

1. Question Three the firm should adopt a written code of ethics/conduct and it should be made part of all employee orientation and training.

Response: This material has been added to the answer to the question.

1. Grammar and punctuation throughout the CI and TN.

Response: Changes made with the exception of the one sentence paragraph in the introductory section of the CI. We agree that generally one sentence paragraphs should be avoided. Here, however, we feel the dilemma statement gets lost if it moved to the earlier paragraph and we don’t have another sentence to add to the material.