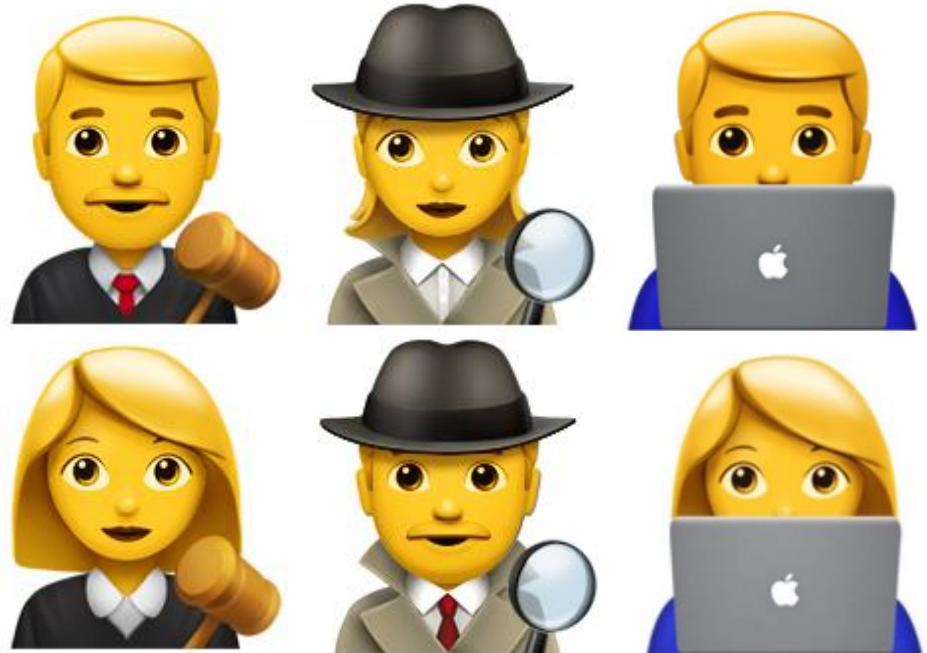


The Impact of Emoji in Workplace Communications



RICOH
imagine. change.



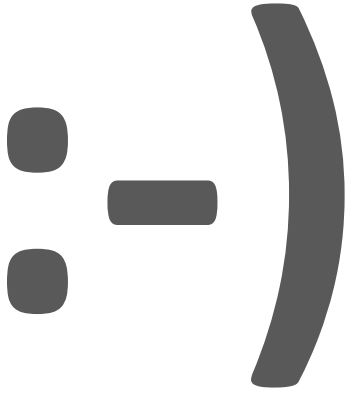
Presented By:
Matt Mahon, IGP, CEDS

Agenda



- **Emoji History**
- **Emoji at Work**
- **Adoption of Business Collaboration Applications**
- **HR Nightmares**
- **Translations and Meanings**
- **eDiscovery Technology**
- **Takeaways**
- **RIM Emoji Fun**

Emoticon and Emoji – History



1982

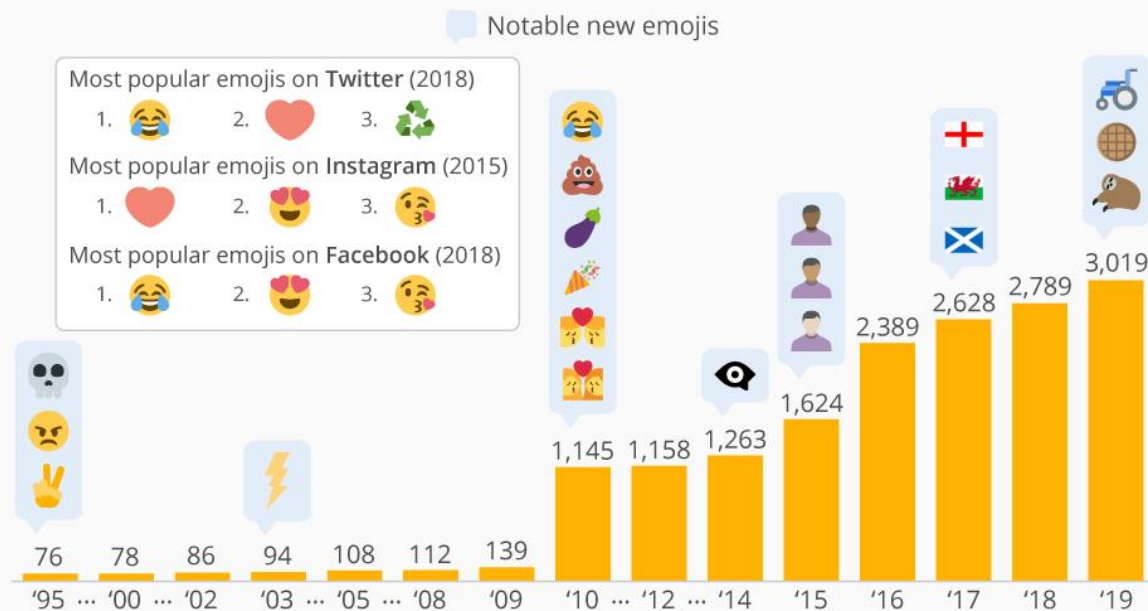


1999

Emoticon and Emoji – History

A Short History of the Emoji

Number of emojis by year and release of notable emojis



Favorite Emojis

Favorite Emojis – By Gender

(Shown: Top 3; open-end response)



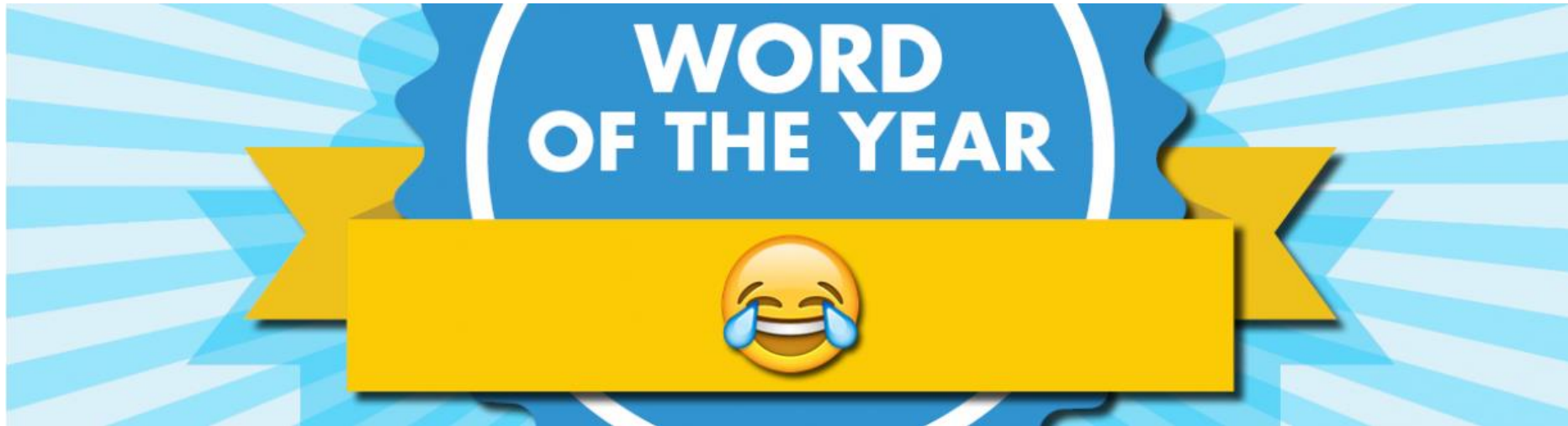
Favorite Emojis – By Region

(Shown: Top 3; open-end response)



Emoji Popularity Growing

2015 Oxford Dictionary Word of the Year



The official name of the chosen emoji is “face with tears of joy” according to the Unicode Consortium, the organization in charge of emoji standards. The tears of joy face was the most frequently used emoji in 2015, making up 17% of all emojis in the U.S. and 20% in the UK.

Emoji Usage Increasing



In 2016, 2.3 Trillion mobile messages that incorporate emoji were sent.

*In 2016, 73% of connected population used emoji in personal communication and **33%** used emoji in the workplace.*

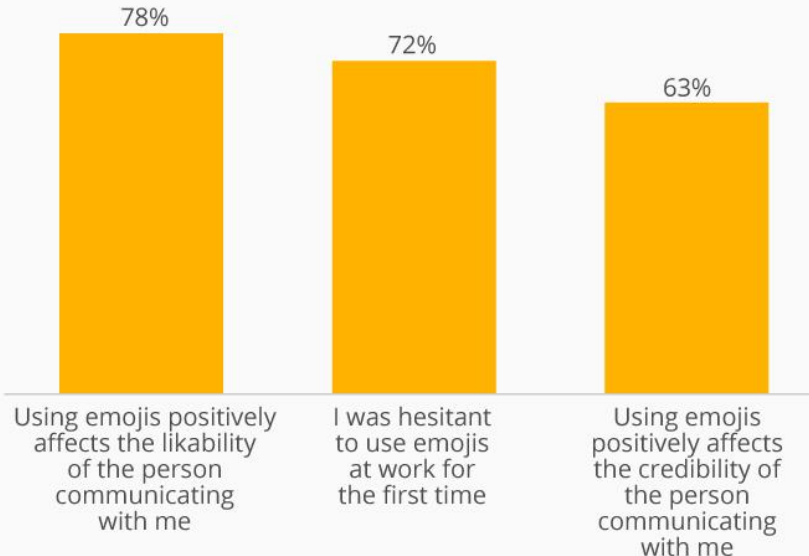
Emoji Usage Increasing

People Like Emojis at Work, But Feel Unsure at First

Share of people who somewhat/strongly agree with following statements



- 61% of people use emojis at work
- 39% of people do not use emojis at work



*In 2019, 92% of the connected population used emoji in personal communication (up from 73% in 2016), with **61% utilizing emoji at work** (up from 33% in 2016).*



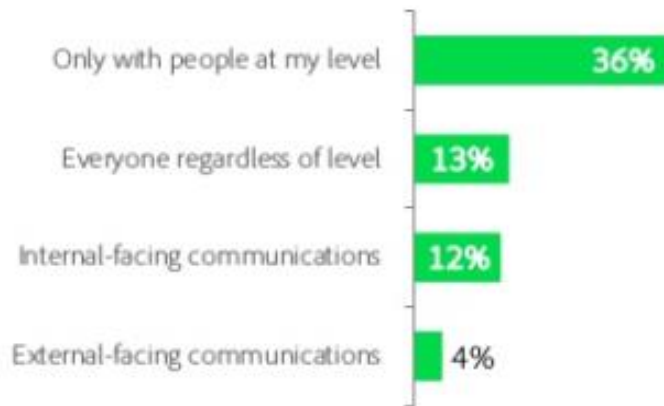
Emoji at Work



Use of Emojis in a Work Setting *(Shown: Percent selected response)*



■ Use ■ Do not use



■ Total



Emoji at Work – Cultivate Report

HR MANAGEMENT & COMPLIANCE

How Leaders Use Emoji in Workplace Communication

By Andy Horng, Cofounder at Cultivate | Aug 7, 2020 | [HR Management & Compliance](#)

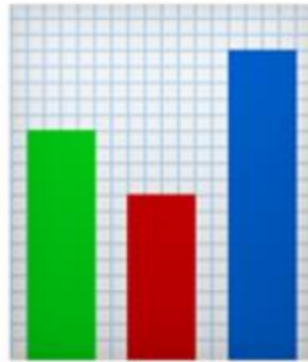
Summary of Findings

- *The most common emoji by far is Thumbs Up.*
- *Negative emoji were more uncommon.*
- *COVID-19/remote work did not affect emoji usage.*
- *People tend to stick to the same set of emoji.*
- *Managers use different emoji.*
- *Emoji usage is different between companies.*
- *Emoji are tailored to respond to particular types of messages.*



Emoji at Work – Cultivate Report

71.2% of users used fewer than **10** emoji in the last 180 days



50.7% of users used fewer than **5** emoji in the last 180 days

Emoji at Work

BUSINESS SERVICES, CLUTCH REPORT

Translation vs. Interpretation: How Emojis Change Business Communication

December 8, 2020



by Emily Clark
Senior Product Marketer, Clutch

77% of people have used emojis at work in the past 3 months.



15% of employees said their emoji use has increased at work during COVID-19.



Adobe 2021 Global Emoji Trend Report Says...

Global emoji users' **TOP FIVE** favorite emoji are:

#1



#2



#3



#4



#5



67%

of global emoji users think that people who use emoji are friendlier, funnier and cooler than those who don't



MORE THAN

1/2

of global emoji users agree that using emoji in communications has positively impacted their mental health



88%

of global emoji users are more likely to feel empathetic toward someone if they use an emoji

Adobe 2021 Global Emoji Trend Report Says...



51%

of global emoji users are more comfortable expressing emotions through emoji than in-person conversations



55%

of global emoji users are more comfortable expressing emotions through emoji than phone conversations

Adobe 2021 Global Emoji Trend Report Says...



63%

of Gen Z'ers agree they use
emoji differently than their
intended meaning

Adobe 2021 Global Emoji Trend Report Says...



66%

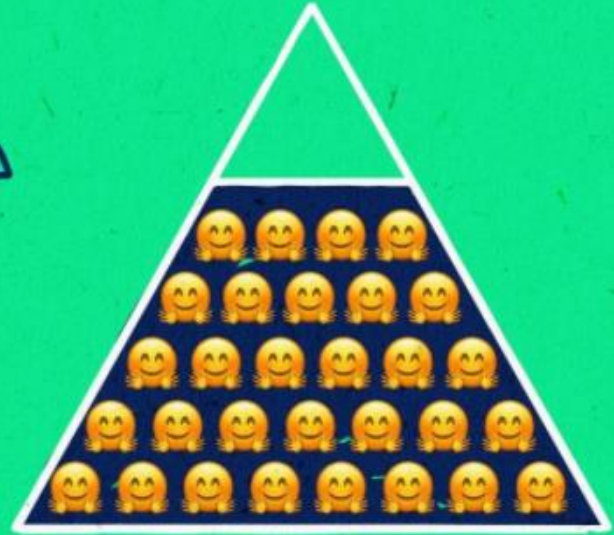
of global emoji users like when
people use emoji at work

Adobe 2021 Global Emoji Trend Report Says...

71%



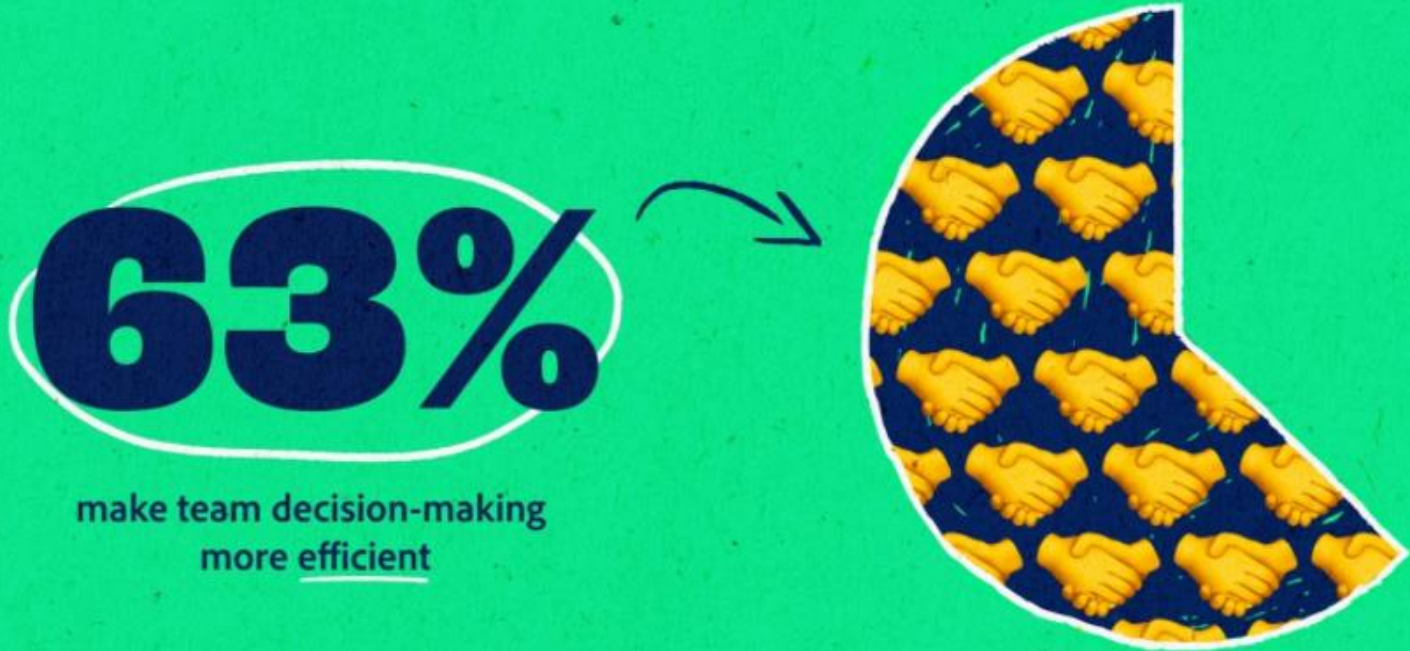
of global emoji users feel that using emoji
at work positively impacts likeability
and credibility ✅ (62%)



Adobe 2021 Global Emoji Trend Report Says...



Adobe 2021 Global Emoji Trend Report Says...



Adobe 2021 Global Emoji Trend Report Says...



51%

reduce the need for meetings/calls

Adobe 2021 Global Emoji Trend Report Says...



MORE THAN HALF



of Gen Z'ers would be more satisfied at their
job if their team or boss used more emoji in
workplace communications



Adobe 2021 Global Emoji Trend Report Says...



MORE THAN HALF



of Gen Z'ers would be more satisfied at their job if their team or boss used more emoji in workplace communications



Adobe 2021 Global Emoji Trend Report Says...

The **MOST EFFECTIVE** emoji at motivating users at work are:

#1



#2



#3



Adobe 2021 Global Emoji Trend Report Says...

 **Emoji users want brands to communicate** 
 **with them using emoji**  

Adobe 2021 Global Emoji Trend Report Says...



60%

of global emoji users say they are likely to open email or push notifications that contain emoji, especially if that emoji is their favorite (**63%**)



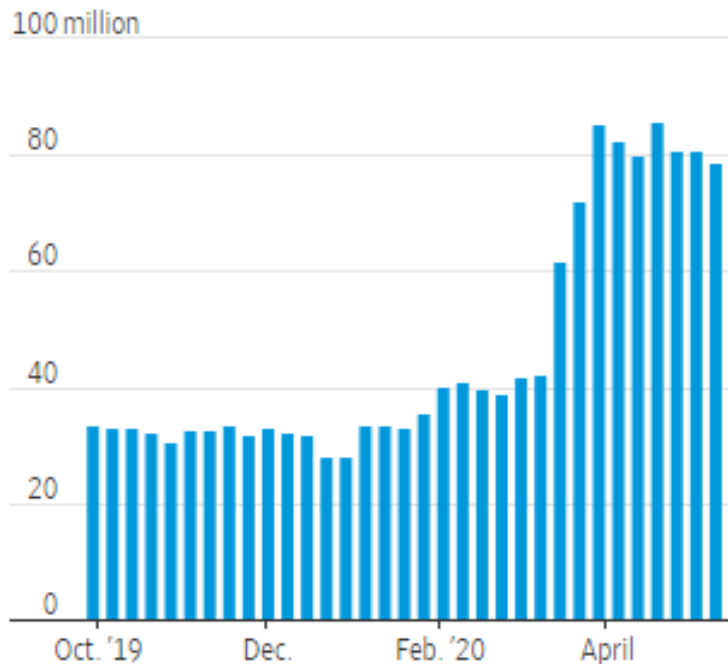
Adobe 2021 Global Emoji Trend Report Says...





Adoption of Collaboration Applications

Global weekly downloads of business apps



*In April [2020], Microsoft reported that Teams had grown to 75 million daily users, more than double its early March figure. On one day, it logged **4.1 billion** meeting minutes.*



Teams Expands Emoji Set

Teams Gets Expanded Emoji Set. Enterprise Users are So Pleased

Posted on 📅 April 26, 2021 by 🧑 Tony Redmond

How to Use the 800-Plus Emojis Now Available to Teams

Those of us who work in the enterprise often forget that other needs and desires drive feature requests in different segments. Which is no doubt why Microsoft published message center notification MC246220 on March 24 ([roadmap item 81403](#)) to announce that the emoji set available in the Teams picker expands “*from 85 to over 800 emojis, with a category selector, skin tone selector and short code picker.*” I’m not sure I consider this a high-priority enhancement, but the logic is that the new set is a necessity for the “*diverse and widespread*” Teams user base. So that’s the announcement explained.

Even if you doubt the need for more emojis and wonder why Microsoft dedicates engineering, testing, and program management effort to bring the new set to clients, Teams desktop (Windows and Mac – no mention for Linux), Teams mobile, and the Teams browser app will soon enjoy extra graphics. The expanded emoji set is now available in [the preview version of Teams](#) and general deployment is expected in May. A client-side update is necessary to see the expanded emoji set.

Source: <https://office365itpros.com/2021/04/26/teams-800-emojis/>

Collaboration Platforms & Instant Messaging

ABOVE THE LAW **Is Slack The New Email?**

Don't forget about instant messaging and collaboration platforms in your ediscovery planning.

By KELLY TWIGGER

<https://abovethelaw.com/2017/05/is-slack-the-new-email/>





Emoji Workflows in Slack



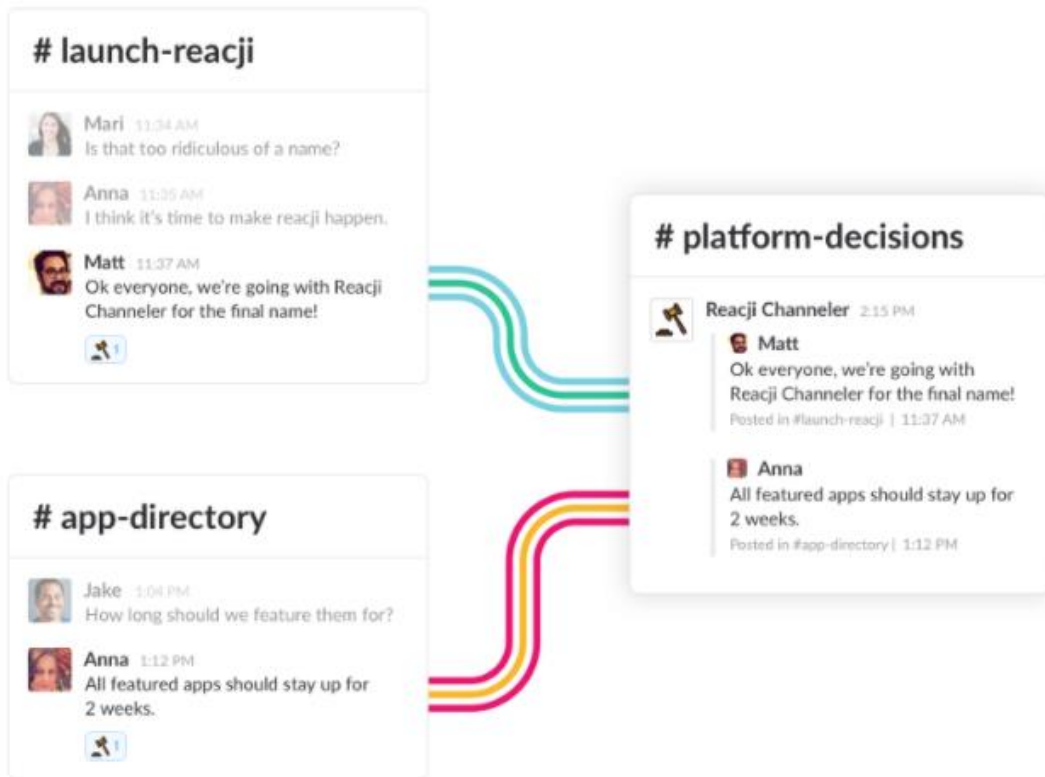
Productivity

A new way to share messages across channels – using emoji

The Reacji Channeler lets you route messages to other channels with a quick click

By the team at Slack
January 23rd, 2017

Emoji Workflows in Slack



HR Nightmare #1

Subject: Re: Need coverage for James

On Nov 14, 2015, at 7:04 AM, Donaldson,
Ron <rdonaldson@company123.com>

wrote:

Seriously, James called off again. What's the
deal???

Subject: Re: Need coverage for James

Why does that surprise you?   

HR Nightmare #1

Subject: Re: Need coverage for James

On Nov 14, 2015, at 7:04 AM, Donaldson, Ron <rdonaldson@company123.com> wrote:
Seriously, James called off again. What's the deal???

Subject: Re: Need coverage for James

Why does that surprise you?

HR Nightmare #1

Subject: Re: Need coverage for James

On Nov 14, 2015, at 7:04 AM, Donaldson,
Ron <rdonaldson@company123.com>

wrote:

Seriously, James called off again. What's the
deal???

Subject: Re: Need coverage for James

Why does that surprise you?   

HR Nightmare #2

Todd's leave is up tomorrow. I don't think he is going to be able to return right now. What should we do?



Um, ok. So if he doesn't return, we terminate?

Delivered



HR Nightmare #3

Subject: Re: Complaint

On Nov 19, 2015, at 11:00 AM, Smith, Jane
<jsmith@companyxyz.com> wrote:

Mary came into my office today. Apparently John is making suggestive comments about something she was wearing yesterday. Can you please look into this? I'll be out on vacation until next week.

Are you kidding me? She complains about everything. Yeah, I'll look into it. 🙄

Risky Skin Tones?



How Diverse Emojis Encourage More Social Inclusion

When skin tone emojis were first launched, some feared social media users would abuse them.

But a new study shows that's not the case.

<https://news.nationalgeographic.com/2018/04/emoji-skin-tone-inclusion-culture-spd/>



ADA Considerations

Emojis and Accessibility: The Dos and Don'ts of Including Emojis in Texts and Emails

by Beth

■ ***Do's***

- *Use one or two emoji if you like, most blind people get a kick out of the descriptions*
- *Put any important information before the emojis so we'll be more likely to hear*
- *Limit yourself to no more than three emojis per message*

■ ***Don'ts***

- *Repeat an emoji over and over*
- *Place emojis throughout a message*
- *Put a call to action after the emoji*



New Language

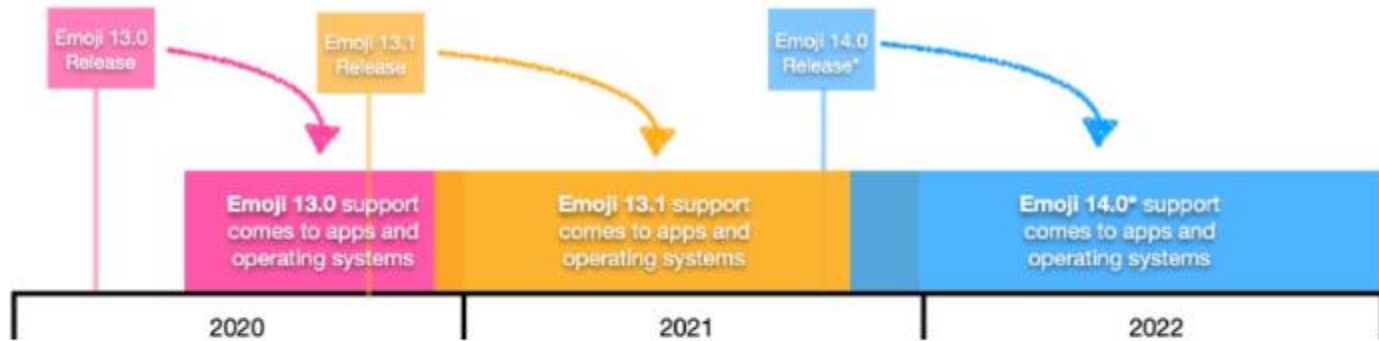
VICE News

Subscribe



Source = https://news.vice.com/en_us/article/434pdm/meet-the-worlds-first-emoji-translator

New Emoji



Emojipedia Sample Images



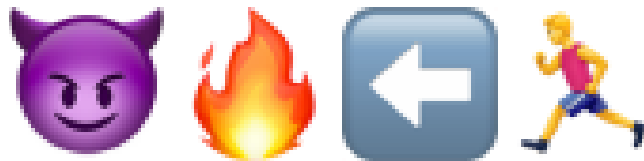
Emojipedia Sample Images



Unicode Provisional Chart Images

** candidates only, final set TBD*

Translations



= Go to hell



= Dumb as a doorknob



= You're my boo



= Don't have time for your bull****

Translations

Coffee 🐇 🐕 ?

■ Clarity or Confusion?



Re: Lit support [EXTERNAL]

to: Matthew Mahon 08/10/2017 08:53 PM

[Show Details](#)



Sent from my iPhone

Lotus Notes

To: [Matt Mahon](#) >

iPad

Re: Lit support [EXTERNAL]

August 10, 2017 at 8:53 PM



Clarity or Confusion?

Re: Lit support [EXTERNAL]



Aug 10



Sent from my iPhone On
Aug 10, 2017, at 8:41 PM, Matthew ...

Samsung Galaxy

Re: Lit support [EXTERNAL]



To: me

Thu, Aug 10, 2017 8:53 PM [Show Details](#)

*Samsung
Galaxy Preview*

Sent from my iPhone

Fail: Samsung dishonors Cookie Monster by using a cracker as the cookie emoji

<https://www.androidpolice.com/2017/07/10/fail-samsung-dishonors-cookie-monster-using-cracker-cookie-emoji/>



IT #WORLDCHOCOLATEDAY!!! Me
celebrating with lots of chocolate chip
COOOOOKIES!



Apple



LG



Google



Samsung



Microsoft



HTC



Marketing Mishaps

The Houston Rockets fired a social media manager for sending a dumb, but harmless emoji tweet

<https://www.businessinsider.com/houston-rockets-social-media-manager-horse-emoji-tweet-2015-4>



Houston Rockets 
@HoustonRockets



Shhhhhh. Just close your eyes. It
will all be over soon.

4/28/15, 10:44 PM

Investor Relations

These 4 Emojis Are a No-No on Wall Street

Investment and social media compliance firms warn about the pitfalls of using emojis in client communications.

<https://www.thinkadvisor.com/2017/04/11/these-4-emojis-are-a-no-no-on-wall-street/?sreturn=20180903170819>

Emojis to avoid



Stack of dollar banknotes
Can imply a quantity of money and may be seen as promissory.



Money-mouth face
Indicates a love of money, or a feeling of wealth. The sentiment may not be appropriate in client communication.



Flying money
Indicates money being lost, or frivolous spending.



Bag of money
Applies a quantity of money and may be seen as promissory

Ethics – Professional Responsibility

Nevada attorney arrested for trying to intimidate witness with rat emoji

Mar 6, 2019  4

https://elkodaily.com/news/state-and-regional/crime-and-courts/nevada-attorney-arrested-for-trying-to-intimidate-witness-with-rat/article_d802bb12-edff-56e9-b33c-86e290204912.html



Emoji During the Pandemic

2 OCTOBER 2020

Mask Wearing Emoji Now Smiles



Before



After

Source: <https://blog.emojipedia.org/mask-wearing-emoji-now-smiles/>

Emoji During the Pandemic

Emojis in public health and how they might be used for hand hygiene and infection prevention and control

Nasim Lotfinejad^{1,2}, Reza Assadi³, Mohammad Hassan Aelami⁴ and Didier Pittet^{5*}



Conclusion

Emojis may empower IPC in different aspects such as raising awareness with no language barrier, educating people to adopt healthy behaviors, and enhancing surveillance systems to monitor infectious diseases. It is recommended to evaluate the relevance and appropriateness of the current set of emojis to use for hand hygiene promotion in order to harness the potential beneficial impact of these symbols. Medical emojis that are standardized as a new category of emojis offer much hope for the future, especially in the field of IPC.

Emoji During the Pandemic



Emojis help students accept online feedback

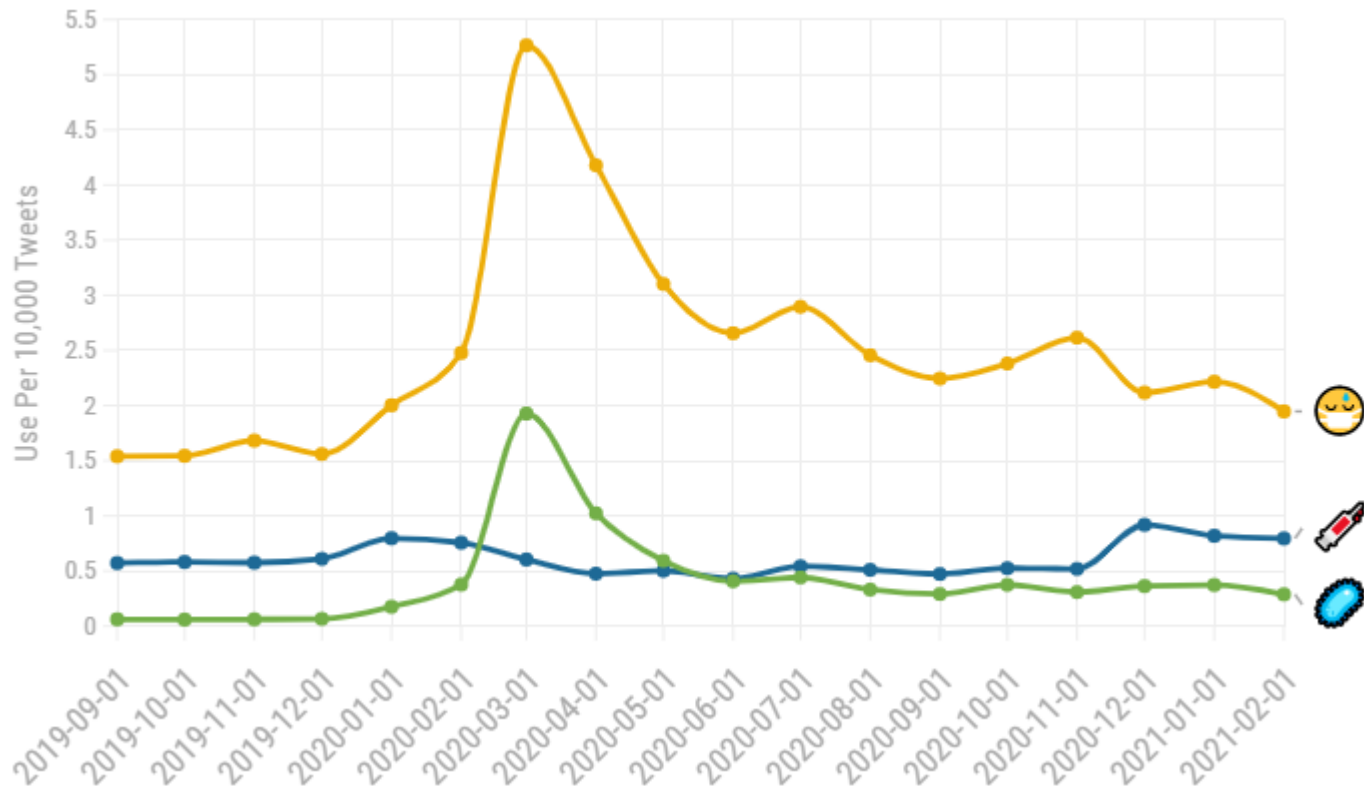
With millions of students learning online amid the COVID-19 pandemic, researchers have been investigating effective ways for educators to give feedback to students studying remotely.



Usage of the COVID-19 Related Emoji on



*Emojipedia
analysis of
976.7
million
tweets
dated
between
9-1-2019
and
2-25-2021*





Secondary Meanings Can Emerge Quickly

Sections

The Washington Post
Democracy Dies in Darkness

Style

How the sexy peach emoji joined the resistance



|L I Z Z O|
@lizzo



IM🍑MENT

121K 2:53 PM - Sep 24, 2019



20.5K people are talking about this



■ Secondary Meanings Can Emerge Quickly

Trending Topics: 'OK' hand gesture emoji added to list of hate symbols

POSTED 1:24 PM, SEPTEMBER 30, 2019, BY [THE BEAT ON 33](#)



Source = <https://cw33.com/2019/09/30/trending-topics-ok-hand-gesture-emoji-added-to-list-of-hate-symbols/>

Emoji are an Evolving Language

Sorry, millennials. The 🤔 emoji isn't cool anymore



By Kaya Yurieff, CNN Business

Updated 9:36 AM ET, Mon February 15, 2021

For many Gen Z-ers, the 💀 emoji has become a popular replacement for conveying laughter. It's the visual version of the slang phrase "I'm dead" or "I'm dying," which signifies something is very funny. Other acceptable alternatives: the 🤔 emoji (officially called "Loudly Crying Face"), or just writing "lol" (laughing out loud) or "lmao" (laughing my, well, you probably know the rest).

Emoji are an Evolving Language



Source = <https://www.wsj.com/articles/sending-a-smiley-face-make-sure-you-know-what-youre-saying-11628522840>

“A single emoji can make all the difference between an innocent joke and a hateful message. With that in mind, Facebook trains its moderators in how a slew of different emojis can violate any number of the social network giant’s content policies, including poops for hate speech, vomit faces for bullying, and crowns for sexual solicitation, according to internal Facebook documents obtained by Motherboard.”

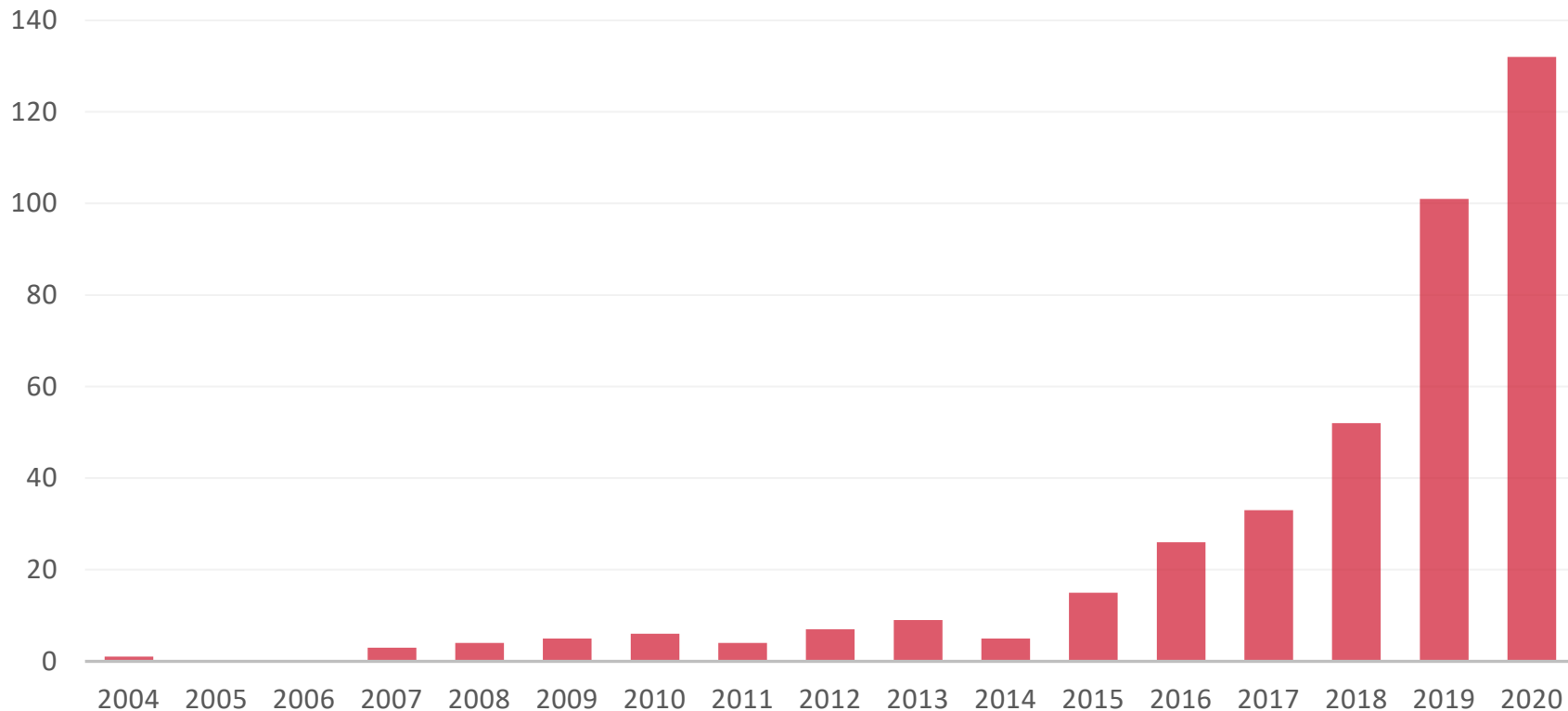
Indicators of..	Emojis	Related IS
Condemnation	👎, 🙄, ❤️, 🔪, 😬, 🤢, 👮, 🚔, 💩, 🧨	Hate Speech, Bullying, Graphic violence, Dangerous Individuals & Orgs
Praise, Support, Promote	😁, 😊, 👍, ❤️, 🥰, 📣, 😂, 🙌, 🏆, 🍰	Dangerous Individuals & Orgs, Self-Injury, Regulated Goods, Celebrating Crime, Commercial Spam, Intellectual Property Rights, Cruel and Insensitive, Graphic violence (in celebratory or sadism context), Celebrating Crime, Bullying
Bullying, Mocking	😜, 🐼, 🦋, ⚠️, 😈	Bullying, Cruel and Insensitive
Sexualised text	💩, 🖕, 🗿, 🇸🇲, 🍷, 🍻, 🍺, 🍹, 🍾, 🍽️, 🍴, 🍳, 🥞, 🥘, 🥟, 🥡	Adult Nudity and Adult Sexual Activity, Adult Sexual Exploitation, Child Sexual Exploitation and Child Nudity, Bullying, Harassment, Content Inappropriate for Minors, Cruel and Insensitive

NOTE: the crown (pimp), money signs and roses (prostitute) are presented together often in the NA market to signify solicitation. The pedestrians are often used in APAC to signify solicitation. As always, context is key.

Caption: An overview of how Facebook trains moderators to treat emojis. Image: Motherboard



Cases Referencing Emoji/Emoticons



Source = <https://blog.ericgoldman.org/archives/2021/01/emoji-law-year-in-review-for-2020.htm>

■ Case Law from Israel

Israeli court says emojis can signal your intent

A 😊 isn't just a smile for everyone.

<https://www.engadget.com/2017/05/21/israeli-court-emojis/>



Case Law from Israel



The [emoji laden] text message sent by Defendant 2 on June 5, 2016, was accompanied by quite a few symbols, as mentioned. These included a “smiley”, a bottle of champagne, dancing figures and more. These icons convey great optimism. Although this message did not constitute a binding contract between the parties, this message naturally led to the Plaintiff’s great reliance on the defendants’ desire to rent his apartment.

-Judge Amir Weizebluth

Case Law from Ireland

■ Government's Wage Subsidy Scheme

- A joinery manufacturing company shutdown at the beginning of pandemic and staff was offered to be part of the Government's wage subsidy scheme
- To determine if employees wanted to participate, the company set up a WhatsApp group and instructed employees to reply with a 👍 or 👎 to determine if they wished to participate
- An apprentice carpenter brought a case to the Workplace Relations Commission after no job was offered to him when the company reopened
- Workplace Relations Commission adjudicator, Thomas O'Driscoll recommended that the employer pay €1,000 for unfair dismissal



More Case Law

■ ***Apatoff v Munich Re Am. Servs.*, 2014 US Dist. LEXIS 106665 (D.N.J., August 1, 2014)**

- Employee leaving for asthma condition
- Anonymous Tip
- Employee following doctor's recommendation
- Honest Mistake Defense
- Employer internal email with smiley face emoticons and exclamation points
 - ***:-)) did Ray chat with you about Elena?***
 - ***Yes he did. Thank you for your help. That deserves a big :-))!!!***



More Case Law

- ***United States v. Ulbricht, (Silk Road)***
 - Emoji and Emoticons were omitted from transcripts of online chats
 - Hon. Katherine B. Forrest ruled that emoji and emoticons are “part of the evidence of the document”
 - *The jury should read them. They are meant to be read. The jury should note the punctuation and emoticons.*



More Case Law

- ***United States v. Westley*, No. 3:17-CR-171, 2018 WL 3448161 (D. Conn. July 17, 2018)**
 - Court addressed probable cause for warrant to search Facebook accounts
 - ATF Agent provided affidavit stating that public facing posts that included a cloud emoji referenced drugs and a gas emoji was a symbol for gangs
 - Court denied the motion to suppress the evidence from the Facebook accounts



More Case Law

■ *Rossbach v. Montefiore Med. Ctr.*, 2021 U.S. Dist. LEXIS 147031 (SDNY Aug. 5, 2021)

- Plaintiff claimed that her supervisor sexually harassed and retaliated against her
- Plaintiff claimed that she received text messages on iPhone 5 and that screenshots could not be provided from the phone due to the screen being cracked and having ink bleed.
- Took photo of text with new phone



This image is a fabrication.



More Case Law

■ *Rossbach v. Montefiore Med. Ctr.*, 2021 U.S. Dist. LEXIS 147031 (SDNY Aug. 5, 2021)

- Court states that the version of the heart eyes emoji in the picture produced by the plaintiff is from iOS13 or later
- iPhone 5 is only able to support up to iOS10
- Court concludes that the evidence has been fabricated

iOS 14.6	
iOS 13.1	
iOS 10.2	
iOS 10.0	
iOS 8.3	
iOS 6.0	



More Case Law

- ***Rossbach v. Montefiore Med. Ctr.*, 2021 U.S. Dist. LEXIS 147031 (SDNY Aug. 5, 2021) – Lessons Learned**
 - *Lesson #1: Emoji depictions in litigation should always come in pairs—what the sender actually saw, and what the recipient actually saw. Never assume they are the same!*
 - *Lesson #2: You need to see the emojis as the sender and recipient saw them in, not as they appear on current devices. Thus, in document production, watch out for processing the evidence using current technology because often discovery takes place years after the evidence was initially generated and things could have changed in the interim.*



More Case Law

- ***Rossbach v. Montefiore Med. Ctr.*, 2021 U.S. Dist. LEXIS 147031 (SDNY Aug. 5, 2021) – Lessons Learned**
 - *Lesson #3: If you can't replicate the evidence in its native format, you can do what this defense team did: get declarations from your litigation opponent about the purported hardware/OS versions where the evidence was generated and then use variations in emoji versions like carbon dating to double-check the timeline.*
 - *Bonus: keep your cool if your litigation opponent produces smoking-gun evidence until you've verified its credibility. As you can imagine, the judge had some pretty harsh words for the plaintiff's lawyer. Sanctions are forthcoming.*

The Emoji Law Revolution

- *We're seeing a J-curve of exponential growth of references to emojis in court opinions. 30 percent of the all-time number of opinion reference to emojis occurred just in 2018.*
- *Unfortunately, opinions still struggle with displaying emojis. Opinions routinely omit the emojis altogether, or the judge imprecisely characterizes the emoji(s) in evidence. (It doesn't help to call an emoji a "smiley" because there are a dozen different smiling emoji symbols). Furthermore, Westlaw and Lexis still usually do not display emojis, and neither makes it possible to search for emojis in court opinions. So while the number of court opinions referencing emojis is growing rapidly, the court publication process remains woefully under-prepared.*



The Sedona Conference Journal

Volume 22

Forthcoming 2021

The Sedona Conference Commentary on ESI Evidence & Admissibility, Second Edition

The Sedona Conference

October 2020
Final Post-Public-Comment Version



Recommended Citation:

The Sedona Conference, *Commentary on ESI Evidence & Admissibility, Second Edition*, 22 SEDONA CONF. J. 83 (forthcoming 2021).

eDiscovery Technology Continues to Evolve

AutoSave On | Emoji Search - Saved | Search

File Home Insert Page Layout Formulas Data Review View Help Nuance PDF ACROBAT Power Pivot

Clipboard Font Alignment Number Styles Cells

Segoe UI Emoji 11 A[^] A[^] B I U Font Color Background Color Merge & Center Wrap Text General \$ % , .00 .00 Conditional Formatting Format as Table Cell Styles Insert Delete Format

D11

	A	B	C	D	E
1	Recipient	Date	Time	Body	
2	1111111111	10/20/2019	12:01:36 PM	🐰👤	
3	2222222222	10/20/2019	12:02:02 PM	👍😞	
4	2222222222	10/20/2019	12:02:10 PM	What time?	
5	1111111111	10/20/2019	12:02:27 PM	5 minutes	
6	2222222222	10/20/2019	12:02:37 PM	👍	

eDiscovery Technology Continues to Evolve

AutoSave On | Emoji Search - Saved | Search

File Home Insert Page Layout Formulas Data Review View Help Nuance PDF ACROBAT Power Pivot

Clipboard Font

Find and Replace

Find what: 👍

Find All Find Next Close

	A	B	C	D	E
1	Recipient	Date	Time	Body	
2	1111111111	10/20/2019	12:01:36 PM	🐰👤	
3	2222222222	10/20/2019	12:02:02 PM	👍😏	
4	2222222222	10/20/2019	12:02:10 PM	What time?	
5	1111111111	10/20/2019	12:02:27 PM	5 minutes	
6	2222222222	10/20/2019	12:02:37 PM	👍	

eDiscovery Technology Continues to Evolve

AutoSave On | Emoji Search - Saved | Search

File Home Insert Page Layout Formulas Data Review View Help Nuance PDF ACROBAT Power Pivot

Clipboard Font

Find and Replace

Find what: 👍

Options >>

Find All Find Next Close

	A	B	C	D	E
1	Recipient	Date	Time	Body	
2	1111111111	10/20/2019	12:01:36 PM	🐰 🙈	
3	2222222222	10/20/2019	12:02:02 PM	👍 😊	
4	2222222222	10/20/2019	12:02:10 PM	What time?	
5	1111111111	10/20/2019	12:02:27 PM	5 minutes	
6	2222222222	10/20/2019	12:02:37 PM	👍	

eDiscovery Technology Continues to Evolve

AutoSave On | Emoji Search - Saved | Search

File Home Insert Page Layout Formulas Data Review View Help Nuance PDF ACROBAT Power Pivot

Clipboard Font

Find and Replace

Find Replace

Find what: 🍌

Options >>

Find All Find Next Close

	A	B	C	D	E
1	Recipient	Date	Time	Body	
2	1111111111	10/20/2019	12:01:36 PM	🐰👤	
3	2222222222	10/20/2019	12:02:02 PM	👍😏	
4	2222222222	10/20/2019	12:02:10 PM	What time?	
5	1111111111	10/20/2019	12:02:27 PM	5 minutes	
6	2222222222	10/20/2019	12:02:37 PM	👍	

eDiscovery Technology Continues to Evolve

- Displays conversations or individual messages sent using SMS

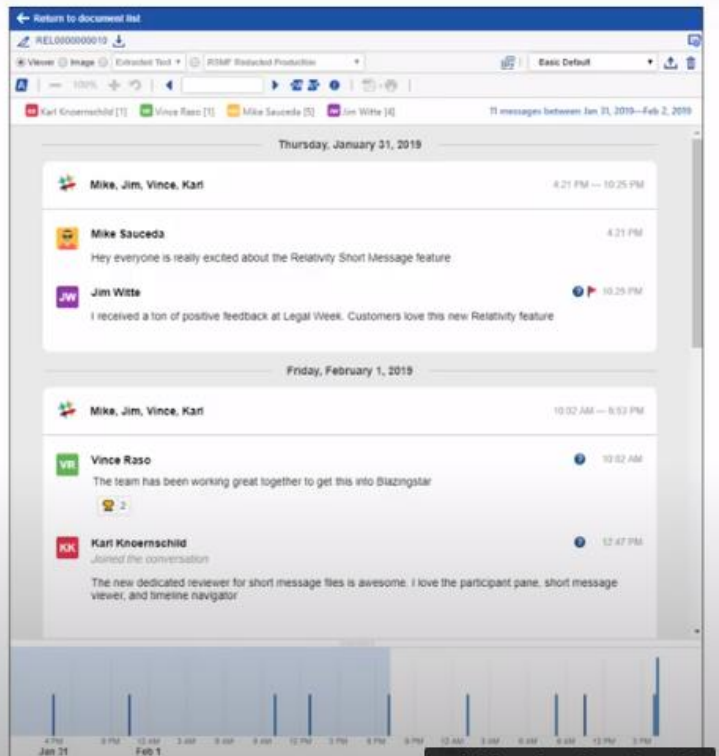
- iMessage
- Skype
- Slack
- Bloomberg

- Searchable

- Persistent Highlights
- Find Previous / Next
- Search for Emojis

- Customized for Short Messages

- Conversation Pane
- Timeline Navigator



eDiscovery Technology Continues to Evolve

Supported emoji

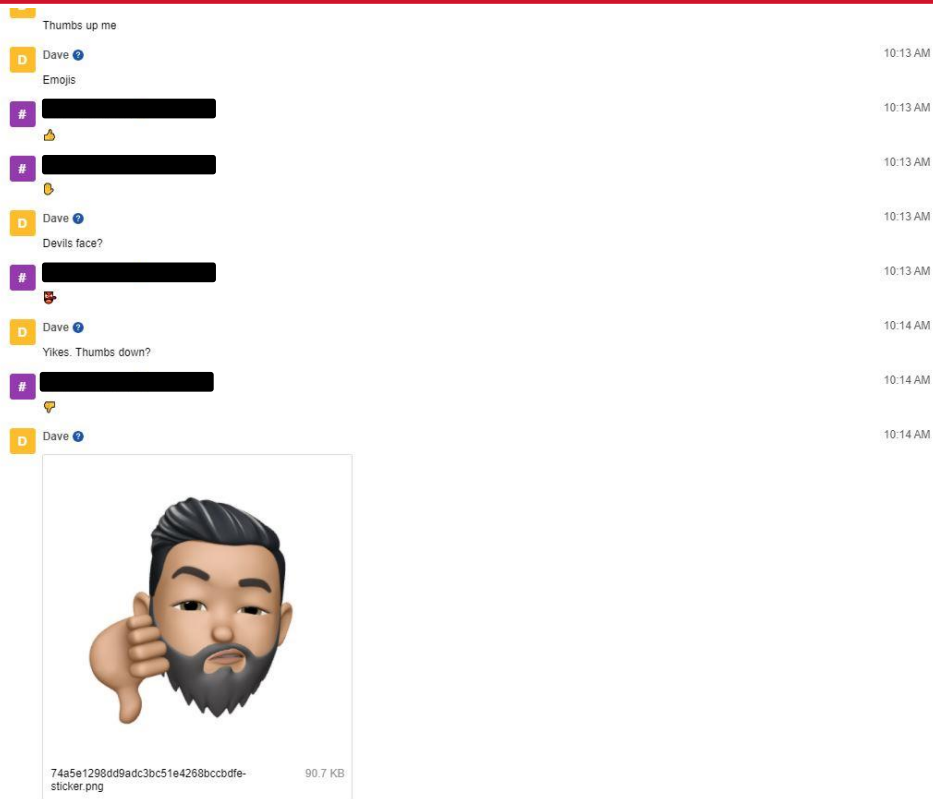
Relativity supports displaying emoji, but not emoticons, within reactions. Emoji are also displayed within the message bodies. Emoji compatibility is dependent on your internet browser.

When emojis are rendered in HTML5, Relativity uses the native browser to render. When the emojis are imaged, the Google set is used. To learn more about the Google set, visit [Emojipedia](#).

If an emoji is not supported, the text string for the emoji will be displayed instead. For example, if you create a custom emoji, like :test_emoji:, the text string will be displayed in the Short Message Viewer.



eDiscovery Technology Continues to Evolve



eDiscovery Technology Continues to Evolve

← Return to document list

REL0000000001

Viewer Extracted Text

Native Default

100%

Dave [16]

38 messages on Nov 4, 2020

10:12 AM

62619913920_FFB2F249-89E7-4CD6-8406-EFF6F5B7B7F8.JPG 2.3 MB

Dave

Do you have it on auto delete?

10:12 AM

10:12 AM

10:12 AM

Nope

10:12 AM

Document Metadata

Email CC:

Email BCC:

Email Subject:

Date Received:

Date Sent: 11/4/2020

Number of Attachments: 6

AttachName: IMG_1316.jpeg;74a5e1298dd9adc3bc51e4268bccbdfesticker.p;F9281542-AC47-4731-AC08-FC22CEF7CCEE.JPG;62619913920_FFB2F249-89E7-4CD6-8406-EFF6F5B7B7F8.JPG;62619910618_C2B0B398-B6D5-449C-BCC9-FF36DCB3E8B3.JPG;62619909753_4EC85AC3-CBF4-4D86-A2B4-586A939EE3D8.JPG

Email Importance:

Email Sensitivity:

Email Delivery Receipt:

Email Read Receipt:

Email Categories:

Conversation:

Conversation Index: 01D6B2EF3CF26F794E13864F42438EFDCCDD08FD24FDB

Message ID:

Document Metadata

E-Author:

Date Last Modified: 11/4/2020

Date Created: 11/4/2020

Date Last Printed:

E-Comments:

E-Subject:

eDiscovery Technology Continues to Evolve

← Return to document list

REL0000000001

Viewer ☐ Extracted Text ☐

Native Default

100%

Dave [16]

38 messages on Nov 4, 2020

[REDACTED] 10:12 AM



62619913920_FFB2F249-89E7-4CD6-8406-EFF6F5B7B7F8.JPG 2.3 MB

Dave

Do you have it on auto delete?

[REDACTED] 10:12 AM

[REDACTED] 10:12 AM

Nope

Document Metadata

Email CC:

Email BCC:

Email Subject:

Date Received:

Date Sent: 11/4/2020

Number of Attachments: 6

AttachName: IMG_1316.jpeg;74a5e1298dd9adc3bc51e4268bccbdfesticker.pr [REDACTED] 9281542-AC47-4731-AC08-FC22CE7CCCEE.JPG;62619913920_FFB2F249-89E7-4CD6-8406-EFF6F5B7B7F8.JPG;62619910618_C2B0B398-B6D5-449C-BCC9-FF36DCB3E8B3.JPG;62619909753_4EC85AC3-CBF4-4D86-A2B4-586A939EE3D8.JPG

Email Importance:

Email Sensitivity:

Email Delivery Receipt: ☐

Email Read Receipt: ☐

Email Categories:

Conversation:

Conversation Index: 01D6B2EF3CF26F794E13864F42438EFDCCDD08FD24FDB

Message ID:

Document Metadata

E-Author:

Date Last Modified: 11/4/2020

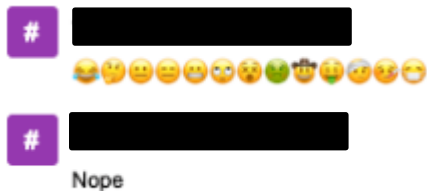
Date Created: 11/4/2020

Date Last Printed:

E-Comments:

E-Subject:

eDiscovery Technology Continues to Evolve



**MAC OS
using Chrome**



**Windows OS
using Chrome**



**Windows OS
using Internet
Explorer**



Should We Use Emojis in the Workplace?

THE WALL STREET JOURNAL.

Subscribe | Sign In

Home World U.S. Politics Economy Business **Tech** Markets Opinion Life & Arts Real Estate WSJ Magazine

Search

SHARE

TECH | KEYWORDS

Yes, You Actually Should Be Using Emojis at Work

Once viewed as a frivolity, emojis are now key to clear and concise communication, esprit de corps and cultivating a shared corporate culture

TEXT

79



By *Christopher Mims*

July 20, 2019 12:01 am ET

<https://www.wsj.com/articles/yes-you-actually-should-be-using-emojis-at-work-11563595262?fbclid=IwAR1NFBGm983S6l6IHA-MqJJNgReGSpG7ATXu8aoq1-6tm1sUABAKJ12haUg>

In Slack, 26 million custom emojis have been created since the feature was introduced, says a spokesman for the company. For the 13 million daily active users of Microsoft Corp.'s Slack competitor, Teams, emoji use is basically universal, says a spokeswoman for Microsoft.

Slack's CTO said ... that one corporate customer uses more than 50,000 custom emojis.

Takeaway - Awareness





Takeaway – Draft an Emoji Policy

- **Consider The Following:** <https://relate.zendesk.com/articles/emojis-at-work/>
 - *Which emojis are we going to use in business communication and which are off-limit?*
 - *What forms of communication are good for emojis and which ones should be emoji-free? Contracts, for example, might be an emoji-free zone, while marketing materials remain emoji-friendly.*
 - *Who is responsible for using emojis on social media, which emojis will they use, and for which type of posts?*
 - *When is an emoji an acceptable substitute for a word, and when is it not? Consider creating a glossary or cheat sheet so that everyone is on the same page.*
 - *When should customer service integrate emojis and through what channels? Here especially you need clear guidelines to ease potential concerns for customers and to empower your frontline agents.*



Takeaway – Custodial Interviews

- **Consider The Following:**

- *Add questions regarding the use of emojis in the workplace to your custodial interviews.*
- *Are emojis going to be relevant in this matter? If yes, what sources of information contain relevant emoji (ex. Slack, Teams, Skype, Text, WhatsApp, SnapChat, Twitter, etc...)?*
- *What emoji are utilized? Is there a well-defined or assumed meaning?*
- *Work with your Digital Forensic and eDiscovery Expert to create a collection and review strategy for ESI containing emoji.*



RIM Month Fun: Emoji Records Management

Retention Code	Meaning	Emoji Translation
AV	As long as administratively valuable	
FE	Fiscal Year End	 

Source = <https://www.tsl.texas.gov/slrn/blog/2018/04/rim-month-fun-emoji-records-management/>

RIM Month Fun: Emoji Records Management

Retention Code	Meaning	Emoji Translation
US	Until Superseded	  
Permanent	Permanent!	  

Source = <https://www.tsl.texas.gov/slrmblog/2018/04/rim-month-fun-emoji-records-management/>

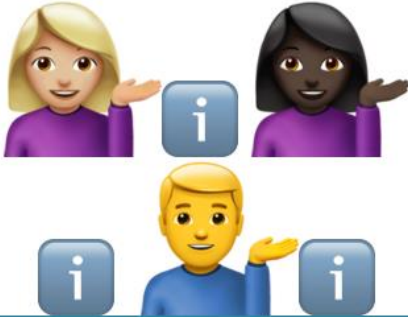
RIM Month Fun: Emoji Records Management

Retention Code	Meaning	Emoji Translation
AC	After Close of a Trigger Event	  
CE	Calendar Year End	 

RIM Month Fun: Emoji Records Management

Retention Code	Meaning	Emoji Translation
LA	Life of Asset	

RIM Month Fun: Emoji Records Management

Hold	Emoji Translation
Litigation	
Public Information Request	
Audit	

Source = <https://www.tsl.texas.gov/slrn/blog/2018/04/rim-month-fun-emoji-records-management/>

Want More on Emoji?

EDISCOVERY, MEMBER CONTENT

Emoji in eDiscovery: Do You Get My Meaning?

What began as a simple way to add emotion to text communication has become discoverable content.

By MATT MAHON

<https://abovethelaw.com/legal-innovation-center/2020/10/21/emoji-in-ediscovery-do-you-get-my-meaning/>

Emoji, as we know them today, were first introduced in 1999, and have proliferated prodigiously in type and use. Simply view the current approved [emoji list v13.0](#) (January 2020), put together by the Unicode Consortium to see the now more than 3,300 emoji. And as substantial as that number is, consider that according to the [Wall Street Journal](#) (July 2019), Slack now contains 26 million – yes, *million* – emoji, with one Slack client having created *more than* 50,000 custom emoji alone.



Questions?

RICOH
imagine. change.

Matt Mahon

Information Governance Professional

Certified eDiscovery Specialist

matthew.mahon@ricoh-usa.com

 @eDiscoveryMahon

 [linkedin.com/in/mamahon](https://www.linkedin.com/in/mamahon)

 #Mahonatee

