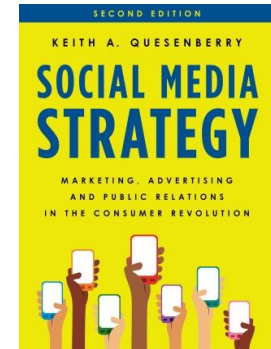


# SOCIAL MEDIA ETIQUETTE & ETHICS



**Etiquette** is the proper way to behave while **Ethics** studies ideas about good and bad behavior. Both combine into **Professionalism**, which is the skill, good judgment, and polite behavior expected from a person trained to do a job such as social media marketing. Because social media blurs the lines between our personal and professional lives it is useful to look at actions in social media from three perspectives: **Personal** (individual), **Professional** (current/perspective employee) and **Brand** (organization). How do we navigate a social landscape where our worlds collide and brands communicate like people in one-on-one conversations with consumers? **Before taking any social media action consider these questions (final applies to all):**

|    | Personal Social Action<br>(As An Individual)   | Professional Social Action<br>(As A Current/Perspective Employee)                              | Brand Social Action<br>(As An Organization)  |
|----|--|--|--|
| 1. | <b>Is it all about me?</b><br>(Spend time complimenting not just boasting)                 | <b>Does it meet the Social Media Policy?</b><br>(Know/follow employer/client requirements)     | <b>Does it speak to my target market?</b><br>(Meets their wants and needs not yours)       |
| 2. | <b>Am I stalking someone?</b><br>(Don't be too aggressive in outreach)                     | <b>Does it hurt my company's reputation?</b><br>(Personal accounts represent your employer)    | <b>Does it add value?</b><br>(Make it educational, insightful, entertaining)               |
| 3. | <b>Am I spamming them?</b><br>(Don't make everything self-serving)                         | <b>Does it help my company's marketing?</b><br>(Be an advocate for your brand in social)       | <b>Does it fit the social channel?</b><br>(Fit environment, mission, policies/standards)   |
| 4. | <b>Am I venting/ranting?</b><br>(Do not post negative comments or gossip)                  | <b>Would my boss be happy seeing it?</b><br>(Even private accounts are never fully private)    | <b>It is authentic and transparent?</b><br>(Don't hide or exclude anything relevant)       |
| 5. | <b>Did I ask before I tagged?</b><br>(Check before you tag people in photos)               | <b>Am I being open about who I work for?</b><br>(Be transparent about financial connections)   | <b>Is it real and unique?</b><br>(Don't use auto responses, or spam)                       |
| 6. | <b>Did I read before commenting/sharing?</b><br>(Don't jump to conclusions)                | <b>Am I being fair and accurate?</b><br>Criticism is constructive backed by evidence)          | <b>Is it positive and respectful?</b><br>(Don't badmouth the competition/customers)        |
| 7. | <b>Am I grateful and respectful?</b><br>(Respond and thank those who engage)               | <b>Am I being respectful not malicious?</b><br>(Don't post what you wouldn't say in person)    | <b>Does it meet codes of conduct?</b><br>(See WOMMA Code of Ethics, etc)                   |
| 8. | <b>Is it the right place for the message?</b><br>(Some messages should be given in person) | <b>Does it respect intellectual property?</b><br>(Get permission to post brand/client content) | <b>Does it meet all laws and regulations?</b><br>(See FTC Social Guidelines, etc)          |
| 9. | <b>Am I in the right account?</b><br>(Don't post personal info. on brand accounts)         | <b>Is this confidential information?</b><br>(Do not disclose non-public brand/client info.)    | <b>Does it meet the Social Media Policy?</b><br>(Follow your own organization's standards) |

**10. Have I listened twice as much as I'm talking?**  
(We have two ears and one mouth for a reason)