

## Social Media Ethics & Etiquette Guide

<b>Personal Social Action</b> (As an Individual)	<b>Professional Social Action</b> (As a Current/Prospective Employee)	<b>Brand Social Action</b> (As an Organization)
<b>Is it all about me?</b> (Compliment, don't just boast)	<b>Does it meet Social Media Policy?</b> (Follow employer/client requirements)	<b>Does it speak to target market?</b> (Meets their wants/needs, not yours)
<b>Am I stalking someone?</b> (Don't be too aggressive in outreach)	<b>Does it hurt company reputation?</b> (Personal posts represent your employer)	<b>Does it add value?</b> (Make it educational, insightful, fun)
<b>Am I spamming them?</b> (Don't make everything self-serving)	<b>Does it help company marketing?</b> (Be an advocate for your brand)	<b>Does it fit the social channel?</b> (Environment, policies, standards)
<b>Am I venting or ranting?</b> (Don't post negative comments/gossip)	<b>Would my boss be happy seeing it?</b> (Private posts aren't fully private)	<b>Is it authentic and transparent?</b> (Don't hide/exclude anything relevant)
<b>Did I ask before I tagged?</b> (Check before you tag people in photos)	<b>Am I open about who I work for?</b> (Reveal financial connections)	<b>Is it real and unique?</b> (Don't use auto-responses or spam)
<b>Did I read before commenting or sharing?</b> (Don't jump to conclusions)	<b>Am I being fair and accurate?</b> (Constructive criticism with evidence)	<b>Is it positive and respectful?</b> (Don't bad-mouth competition/customers)
<b>Am I grateful and respectful?</b> (Respond and thank those who engage)	<b>Am I respectful, not malicious?</b> (Don't post what you wouldn't say in person)	<b>Does it meet codes of conduct?</b> (See Professional Code of Ethics.)
<b>Is it the right place for the message?</b> (Some messages are appropriate elsewhere)	<b>Does it respect intellectual property?</b> (Get permission to post content)	<b>Does it meet laws and regulations?</b> (See FTC Social Guidelines, etc.)
<b>Am I in the right account?</b> (No personal posts on brand accounts)	<b>Is this confidential information?</b> (Don't disclose nonpublic info)	<b>Does it meet the Social Media Policy?</b> (Follow your own organization's standards)
<b>Have I listened twice as much as I am talking?</b>		