

Tips for Any Social Media Use

1. **Use active voice, find your cadence.** Social media is a conversation in which you engage one-to-one with your reader and they want to get to know your personality.
2. **Be honest and factual.** Acknowledge and correct mistakes promptly. If you make a mistake, quickly recall the post or respond.
3. **Know your readers.** It is not about you. Celebrate them. Ask them to act, answer or offer their opinion. No spamming. No self-promoting; it is viewed negatively.
4. **Add value--become a trusted resource.** Provide links where you can and information readers need.
5. **Be present, timely and committed to engagement.** Reply to comments when appropriate. Consistently monitor accounts. Respond appropriately to negative feedback, answer questions, and thank the readers. Different platforms require different levels of engagement. Know what is appropriate for your platform.
6. **Be respectful and of good moral character.** Be respectful of the opinions of others. Don't vent or bash another organization or person. Avoid anything obscene, defamatory, profane, libelous, threatening, harassing, abusive, hateful or embarrassing content.
7. **Be aware of liability.** You are legally liable for what you post. Consider copyright infringement, plagiarism and comments that might be viewed as discriminatory, libel, or slander.
8. **Use common sense.** Social media is permanent, retrievable and global.
9. **Be educated.** Rules/policies of engagement for the various social media platforms change often. Participation in social media requires ongoing education.