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## Professionally Conscientious Social Media Behavior

**Etiquette:** the proper way to behave, socially acceptable behavior

**Ethics:** ideas about right and wrong, morals, values, dictates of conscience

**Professionalism:** combines both etiquette and ethics. Behavior that reflects the values of a profession

**Why are you on Social Media? What is your purpose for having a Facebook, Instagram, SnapChat, Twitter account?**

- 1. Only post statements or positions about which you feel comfortable having a face to face discussion with your co-worker/client/supervisor/boss/company owner**  
Be a grown-up...do not hide behind vague or biting online comments to deal with conflict. Accept criticism without lashing out on social media at the person offering the criticism. Have the uncomfortable conversation; be confident in asking questions or for clarification. Understand that you don't always have the entire picture in view to inform your position
- 2. Think twice before commenting about work online**  
Is it true, is it helpful, is it inspiring, is it necessary, is it kind (T.H.I.N.K)
- 3. Use proper grammar**
- 4. Photographs should reflect your professionalism**  
Absolutely NO photos of children or families
- 5. Share links and "like" that match or compliment your chosen profession**
- 6. Limit the visibility of other people's opinions, photos and posts on your own page**  
Check Privacy Settings, set so you must approve tags, links and posts to your page
- 7. Only follow, like or friend people you can trust**  
Everyone has a friend, uncle or cousin that likes to be provocative, inappropriate, embarrassing or just plain mean

**Are you prepared to accept all the consequences for your online behavior, posts and comments?**

Misconceptions about the First Amendment and Freedom of Speech: First Amendment protects you only from government imposing limitations/consequences on your speech NOT your employer, clients, co-workers or society. Are you prepared for the potential fallout from your post? This not only includes what you post, but what you like, follow, comment on, and share. It also includes what others you know tag you in as well.