

# Being safe on social media



## Be aware with social media

- Tips and tricks as individuals
- Tips and trick as a business
- How to make sure you are always doing the right thing

# As an individual on social media

Be aware of the following things when posting online on your personal account and avoid doing these things:

## **How displeased you are with your employer or a client.**

- Many people that work aren't happy with their jobs. So naturally, they like to post about it online. Complaining about your job, boss, coworkers, etc... may make you feel better short term. However, it could potentially solve your problem by creating a new one — unemployment.

## **That you're displeased with your spouse or significant other.**

- This should go without saying, but most of us have seen this. Again, it's easy to take to social media when you can hold it in anymore. Words can hurt. But there's a difference between saying something you really don't mean in private and sharing the same comment to your hundreds (or thousands) of social media connections.

### **Details of any illegal activities you've been involved in.**

- You might think it would be fun to break into a rival school, vandalize a statue, and take selfies of it. Sure, you might be a hero in your school. But when the police show up at your house after your selfie was reshared a couple of hundred times, things aren't as fun.

### **That you're going away.**

- This one may be less obvious. Years ago, Oprah dedicated an entire show to people who were robbed while on vacation. One common theme among the victims was that they all posted about their trip on Facebook either before or while they were gone. The same holds true for concerts, day trips, and even weddings. You may trust your friends, but they may have friends that are not as trustworthy.



### Your home address and phone number.

- A simple web search can often yield this information. But posting it to your profile gives anyone with access to your profile easier access. Unless you limit your friends to just people you know well, it's better to share this information privately.

### That you are going somewhere when you've told people you'd be elsewhere.

- This is a common mistake that people make. "No, I can't make your party on Friday night because I'm working late." Then when Friday night happens, you post a check-in "at my favorite bar with my best friends in the world." If you're lying about having plans (which you shouldn't do in the first place), then at the very least stay off of social media during that time period.





### **That you've won big or made a big purchase.**

- Won big at the casino? Hit the lottery? Tommy, your cousin, is just struggling to find a way to pay for college. Well, maybe you might be interested in helping your niece Sally with her new business. You should be able to celebrate your wins online. But just be mindful of the potential reactions to your posts.

### **Anything that compromises the security of your home.**

- This sounds obvious but is actually a common mistake. Let's say you had a party and took several pictures. You share the photos with your friends and then they reshare them. What you don't realize right away is that a window with a broken lock can clearly be seen in one of the photos.

### Unflattering photos of yourself.

- We all know how easy it is to send photos to people, so keep in mind that any photo you post online (even in a private album or account) can be saved locally to someone's machine and then posted elsewhere where it may not be locked down.

### Details of your kids' activities and where they will be unsupervised.

- If you have kids, you're probably very proud of them and want to tell the world. Just use the appropriate amount of caution for their stage in life. You wouldn't project on your house that you're leaving your kids home alone for the first time. You also wouldn't shout out the window that your kid is walking to school alone.



### Anything hateful.

- This goes without saying. Depending on your age, you may remember a time when discriminatory behavior that's not tolerated today was the norm. Thankfully, we've moved forward as a society to protect people from hate and discrimination. However, people are more sensitive today than ever.

### Your ID.

- You probably know it's unwise to post a copy of your license online. But what about your work ID? After all, it's common for people to post a picture of their work badge on the last day of their job. Many companies do not want their employees – especially temporary help such as interns – posting photos of badges







### Too Many Promotional Posts.

- So you've joined a network marketing program that's going to make you a millionaire in a year. Of course, you need to let everyone know about the amazing products that they can only get from you. So it's not promotional if you're helping people be healthier and more eco-friendly, right? Wrong.

### Emotionally Charged Posts.

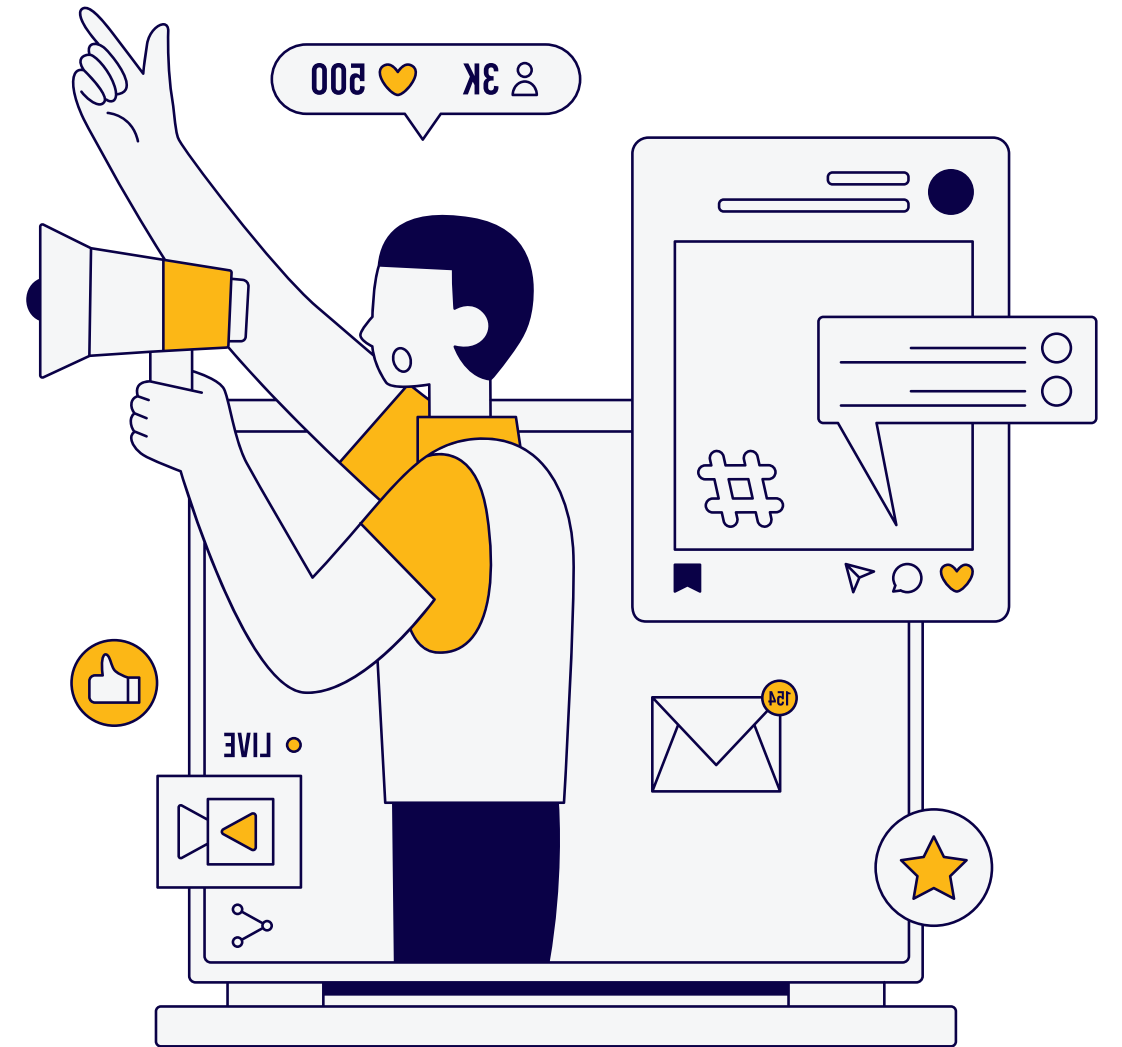
- If you're a politician or work in a field where taking a position on issues is normal, then post away. Otherwise, you're probably alienating people in your network. You have a right to your opinion and if you're sharing it online, you're probably sharing it in person. But one caveat is to do it respectfully.

### Poorly Written Posts.

- This is especially important on a platform like LinkedIn where the community is more professional. You want your posts to always represent you in a good light. But people can be cruel. So using “your” when you should have used “you’re” can take the focus away from your message.

### Speculated or Unsourced Information.

- It must be true because I saw it on the internet. Any good reporter will not publish a piece without checking sources. However, sometimes it’s tempting when you see something that sounds so good to just post it.



### **#Hashtag #Everything.**

- I recently went to #waltdisneyworld for a #muchneededvacation. I got to #drinkaroundtheworld in #Epcot and then join #TeamRiseOfTheResistance at #GalaxysEdge. Sound #annoying? #Absolutely! There is such a thing as too many hashtags and appropriate hashtag use has become a rare art form.

### **Photos of People without their permission.**

- Some people want to stay off social media. Their reason for doing so is irrelevant, as is whether we agree with their reasoning or not. But the right thing to do is to respect their wishes.





### **Threats or threatening language.**

- People will make you mad. Maybe it's their posts or maybe it's their actions. But in any case, social media threats are taken seriously. You could get banned from a group, lose your account, or even get a visit from the police (or FBI & Secret Service – depending on who you threaten).

### **Anything shared with you in confidence.**

- If someone has told you something in private and asked you not to talk about it, do not post it online. Even if you do not mention the name, people will make connections to the person or another person and it can cause problems

## Summing it all up.

What's appropriate to share online is in the eye of the beholder. But there are things that if shared can put you or people associated with you in a bad place. The acid test we use for posts is simple: if we have to ask whether it's appropriate to post, it probably isn't. Another quick tip. Take five seconds to think about the ramifications of your post after typing it out and before you hit "post." Those five seconds can save you a lifetime of pain.



# Tips and trick as a business

## Beware the Double Standard

- If your posts encourage customers to respect nature or use proper shooting form, don't post a photo of someone holding a fawn or sloppily shooting a bow. Such contradictions tell customers they can ignore you. Follow your own rules. Hypocrisy degrades your authority. Lead by example. Ensure your posts aren't contradictory.

## Be Positive and Don't Complain

- No one will revisit your social-media page after scrolling through negative or disheartening photos and comments. Don't post complaints or other dirty laundry. Negativity almost always will haunt you, so never complain about customers even if you don't name them. Post upbeat, inspiring and positive content. Your posts should make all archers (whether they hunt, compete in tournaments, or shoot for recreation) feel welcomed and included. Encourage them regardless of the bow they shoot, their experience, or how long they've been shooting.

### Screen Jokes and Memes

- People have different values, morals, beliefs and perspectives. Something you find funny can hurt or offend others. Know your audience and post content they'll enjoy. If you're unsure how your audience will react to a meme or cartoon, skip it or get a second opinion. Don't risk losing customers over a joke.

### Don't Post Political or Religious Rants

- Some businesses flaunt their political and religious views, and others never mention them. If you voice such opinions, you'll attract only customers with the same viewpoint and repel everyone who thinks differently. It's OK for a business to hold a firm stance on politics or religion, but it's not OK to share them publicly if you want to maximize your business potential. Likewise, never shame, trash-talk or bad-mouth someone with differing viewpoints. Delete negative, political or religious posts.



### **Ensure Your Content is High-Quality Before Posting it**

- Blurry photos and busy or chaotic videos ruin your message, as do unprofessional signage or other items in the background. Trash, beer cans, profane or suggestive posters, and even sensitive customer information must never be visible online. Check your surroundings before taking photos or videos to ensure your content is clean and professional.

### **Monitor Your Personal Profile**

- Do you maintain separate business and personal social-media accounts? You must monitor both accounts closely and maintain similar standards for content. Potential or current customers might follow both pages. Even if your privacy settings are strict, you don't want to risk having a friend or customer see anything that reflects poorly on your business. Nothing is fully private, but that doesn't mean you must fear social media. Simply assess and acknowledge the potential consequences of each post should your mother or a potential customer see it. Never forget your audience, and keep your content accurate, interesting, positive and consistent with your highest values. If you do, you'll have few worries.



# How to make sure you are always doing the right thing

## Dos

- People come to Facebook and other social media networks to connect with their family and friends so fit your business into that experience. Be helpful and courteous instead of trying to sell your products and services at every opportunity.
- Do create a plan instead of posting random messages and don't be afraid to try out new things. Encourage interaction by asking questions, post funny pictures, inspirational quotes, link to videos and see what your audience responds to the most.
- Keep up with current events and sprinkle those into your newsfeed. People react quickly to what is going on around them and especially if they have a strong opinion on it.
- Encourage two-way communication. When people respond to your posts, use their name, pay them compliments and engage in fun discussions.
- The profile picture on Facebook and Google+ should be your logo, so that whenever you post anything, your logo shows up next to that message. The large cover photo should be used for branding. You can post several key points about your business, products and services.
- If you want people to follow you, become interested in them first. Like their Facebook business page, connect with them on LinkedIn or follow them on Twitter. And go one step further, comment on their posts or retweet their messages, where appropriate.

# How to make sure you are always doing the right thing

## Don'ts

- Don't accept friendship requests from business acquaintances. Suggest they join your business page instead.
- Don't talk about yourself all the time. Make your posts about what your visitors are interested in. That way you are likely to increase interaction, which can lead to more followers.
- Do not give your social media passwords to anyone – not even your close business associates. You can add your staff as administrators of your page(s) and set up their accounts to have access to specific areas of your social media networks.
- Don't allow just anyone to post on your wall or you may find spammers and competitors plugging their products and services. You can do this by adjusting your Page Posting settings.
- Don't ignore negative comments. Address people's concerns, criticism and feedback. This can go a long way to show others you offer excellent customer service. Naturally you can delete comments which are vulgar, racist or inappropriate.
- Don't forget to investigate what information any third party services, apps and widgets will have access to and be selective with what you install. Remember many services will automatically tag your status updates with GPS information, so if you don't want everyone to know where you are, make sure that feature is turned off in your settings.

**Any Questions?**