

Managing Your Social Media Activity For Work

Social media can be a great tool to connect with, build relationships with, and monitor your program participants. At the same time, it is also a place where you can maintain personal relationships with your friends, and express who you are.

It is important to remember, the information you post to your social media page can be seen by multiple people, including your boss, future bosses, and program participants. Make sure you are familiar with your organization's policies around appropriate social media use, this will allow you to maintain your self-expression and social life, while also remaining visible as a respected professional. Below are some tips to help you maintain a professional social media presence.

Tips for Maintaining a Professional Social Media Presence:

• **Representing Your Organization on Your Personal Social Media Pages:**

- If you state your employment with the organization on any social media page, **you are no longer just representing yourself, but the organization as well.**
 - You identify with the organization when you put your employment with them in your “about me” section, when you post or are tagged in photos displaying the organization's names or logos, when you post about your work, or when you tag people who you work with in posts.
- Ensure that your comments cannot be mistaken as opinions held by the organization.
 - If you are unsure, **add a short disclaimer**, such as “This post is my opinion and does not represent that of [the organization's name]”.
- Content that unfairly shows the organization in a negative way may be grounds for serious disciplinary actions against you, so **always assume that you represent the organization with your social media activity.**
 - For example, if your organization promotes anti-violence, posting something that suggests domestic violence is okay will reflect poorly on you and on the organization.

• **Protecting Yourself, Your Organization, Co-Workers, and Participants:**

- Before you post consider whether the content will: **damage work relationships; hurt the organization's credibility; expose confidential/sensitive information; get in the way of performing your duties; damage trusting relationships with participants; or violate the social media site's rules.**
 - Examples: negative comments about co-workers; tagging participants in posts; disrespecting members of the community and funders; or venting about participants, youth, or the community in general.
- You should **not post any comments, pictures, or videos that reveal the identities or locations of staff or participants without permission.**



- For example, posting pictures of a violence interruption, of program participants, or where confidential activities take place is never allowed unless given permission by a supervisor or program manager and the participants.
- **Take Responsibility:**
 - If you believe any of your activity may hurt you, the organization, or participants, **delete it**. Mistakes happen. If you unknowingly publish false or harmful information, admit it, apologize, and correct it.
 - Be aware that deleted material may still be accessible from the site's servers.
 - Always exhibit good judgment when posting to a social media page.
 - Use common sense: would the majority of people believe that your comments reflect the organization? Would most people interpret your comments as offensive?
 - **Remember that your activity is public and can be saved, printed, and distributed to others, even without your permission or knowledge.**

Things to Keep in Mind Before Posting on Social Media:

- **Inappropriate posts may lead to consequences** for you, the organization, or participants. These posts may also violate the rules of the social media site, and may lead to deletion of your account. Always use your good judgment before posting.
- **If you are posting a picture or video**, look at what you or others are doing in the picture/video and decide if it could be viewed as inappropriate. Also, think about who is in the photo/video and if they want their image online.
 - **Examples of inappropriate pictures/videos: any illegal activity; use of drugs or inappropriate alcohol use; racy photos; or pictures/videos of minors without their permission or permission from their parent or guardian.**
- **Discuss important negative information in a way that supports positive community action.**
 - Explain why you are posting this content and be sure your message is clear. **Think about how you want the community to respond and what you need to do to facilitate this response.** What can you say to **motivate others to come together** in a way that **promotes peace** and the organization's mission?
 - If posting any examples of violent behavior, make it very clear that you do not promote the violence in the picture/video and that you are only posting this content in order to raise awareness and action around the issue.



- With the picture/video you could include a statement such as:

”I am [posting or sharing] this content to show how widespread and normalized violence has become. This violent behavior is unacceptable and we must come together to create change within our community. Do NOT like this post or others like it. Come out and engage with anti-violence organizations working everyday to end violence or comment below with ideas and opportunities on how we can all work together to stop the violence.”
- **Before posting a comment**, think – does it: promote violence; sound offensive; have unintended consequences (like fueling retaliation); disclose work activities; reflect negatively on your co-workers or organization; or involve a controversial opinion that might not reflect that of your organization.
 - **Examples of offensive comments: anything discriminatory, racist, sexist, or that marginalizes a group of people; derogatory language/memes/gifs; ranting of any kind; taunts or calling out individuals; offensive videos; or anything you think may fuel an argument.**
 - Understand that there may be consequences for you, the organization, or participants for posting negative comments about the organization, participants, local politicians or elected officials associated with the organization, funders, other organizations, the government, or partners without explanation or reasoning. Think about these consequences before you post.
- **Before “liking” any content**, think: are you sure you want to be affiliated with this cause or page?
- **Before “friending” someone or accepting a “follower”**, think: do I know this person? Can this person reflect badly upon me? Do I trust this person with my personal information? Can I trust this person to be responsible on my page?
 - If you are friends with anyone who may be involved in crime, put them on a special limited profile list, or think about unfriending/blocking them.
- Think about if posting certain information (**location or a criticism**) can risk your or others’ safety.

