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Social Media  
Etiquette  
& Best Practices

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In this session, we will explore:

- The risks and challenges relating to employee privacy
- Enabling yourself to be an employer brand champion
- Maximizing your engagements and communications on social media
- Social media Dos and Don'ts

# What is Social Media?



Who are monitoring  
your activities on  
social media?

*Electronic  
Communications  
Monitoring*

*Increased  
Employee  
Engagement*

*Employee  
Value  
Proposition*

*Recruiting*

*Employer  
Branding*

*Corporate  
Reputation*

*Background  
Check*

*Knowledge  
Sharing*

ELECTRONIC COMMUNICATIONS  
PRIVACY ACT  
(ECPA) of 1986 (Federal Law)

.....

It is unlawful (with certain permitted exceptions) to intercept messages in transmission or access stored information on electronic communication services or disclose any of this information.





“Are you effectively  
using social media to  
present you in a  
positive way?”

# Who are you:

- friending on Facebook?
- following or being followed on Twitter?
- connected with on LinkedIn?

Review and set your  
privacy settings on  
Facebook, LinkedIn,  
Twitter, etc.

# Employer Brand Champion

Social Networking Policy excerpt on...

## **Authorized Social Networking**

The goal of authorized social networking and blogging is to become a part of the industry conversation and promote web-based sharing of ideas and exchange of information. Authorized social networking and blogging is used to convey information about company products and services, promote and raise awareness of the Company XYZ brand, search for potential new markets, communicate with employees and customers to brainstorm, issue or respond to breaking news or negative publicity, and discuss corporate, business-unit and department-specific activities and events.

Courtesy of SHRM

Be familiar with your company's policies & guidelines:

- Electronic Communications
- Internet Use
- Confidentiality
- Privacy
- Copyright and other intellectual property infringement issues
- Code of Ethics
- Professional Conduct

“If you see something,  
Say something.”

MTA

Disclaimer . . .



# Disclaimer...

Personal web postings:

“These commentaries are views of (me) and not Company xyz.”

Authorized agent of the employer:

“As employee of Company xyz, ...”

Is your photo  
appropriate?

# Your Own Brand Champion

Is your profile  
complete?

How do you maintain  
visibility?

How do you reach out  
to your 2nd degree  
network on LinkedIn?


Include a personal  
note with your  
invitation to  
connect.

# Facebook Likes



“Anyone with access to your  
Facebook profile can see  
your ‘Like’ and make  
assumptions about you.

Are you okay with the world  
associating you with those?”



Use 'Status Updates'  
to promote  
your knowledge and  
skill set.



Share an update

(preferably in a concise message  
of 140 characters or less)

# Let's Share...

- I attended the YCPA Conference Social Media at Work session.
- I acquired knowledge on social media best practices.
- I am working on being an employer brand champion.

More...

# Social Media Dos and Don'ts

Apply all good  
business writing,  
using correct  
grammar, spelling and  
punctuation.

Don't communicate  
sensitive,  
confidential,  
proprietary, or  
nonpublic  
information.

Don't use  
inappropriate or  
offensive language.



Don't grip about work  
or relationships over  
social media.

You don't know who may see it  
– current employer, future  
employer, or even clients.

Don't reference  
employees, clients,  
work-related matters  
over social media.

Be cognizant of other  
people's privacy.

Don't write anything  
you don't want to see  
on the front page of  
the New York Times!

Be professional at  
all times.

Tweet, blog, update  
something meaningful  
and useful to your  
followers

“You are what you Tweet!”



Don't be shy about  
marketing yourself  
via Social Media.  
Your profile page is  
your opportunity to  
shine!

# Thank you!

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