

Social Media in the Workplace

Nothing Offensive

One of the most common rules of a social media policy is that employees and users are not to post any kind of content that can be offensive to other parties. Posting offensive material can cast a bad light on the company and give the public the wrong image.

Common materials that has the ability to be offensive:

Discriminating material

- Nude or sensual photos
- Posts with crude or graphic language
- Religious or political information

Password Rules

Most importantly with social media sites, remember to uncheck the box that usually reads 'Remember me' or 'Keep me logged in' option that is visible when you sign in. This box stores your login name and password, which can make it easier for online hackers to steal passwords and invade your profile. This feature also keeps you logged in even after you have left, which can allow someone else to post as you or alter your profile information.

Password Tips:

- Passwords should be complex and hard to guess – about 8-15 characters long with numbers
- Change passwords every so often to ensure they are safe
- Never give your password to any site to someone directly
- Do not use the 'Remember me' or 'Keep me logged in' features

Stop and Think Before You Post

One of the best tools to prevent negative consequences to the company is to stop and think about something before you decide to post it. Before posting a photo or new article, think about how it will affect you and your employer. Will it appear negative or offensive? Is it something you should be sharing online? If there is any doubt in your mind, don't post it.

Things to ask yourself before posting:

- How will this make me look?
- How will this look on the company?
- Will the breach company policy?
- Will this share any unnecessary information?