



Social Networking Do's & Don'ts

from the Business Communication Center



General Don'ts for Social Networking

- If possible, refrain from mixing business and personal on a social networking site
- Don't post like a student
- Racial and sexual slurs, unwarranted criticism and blatant abuse have no place in social networking
- Don't lie about yourself in your profile or posts
- Don't make emotional, hasty or inappropriate posts
- Don't bombard your connections with useless information or spam

Tweeting Don'ts

- Don't use your stream for self-promotion only
- Don't ask your friends to retweet your tweets
- Don't follow someone, and then unfollow before they can follow you, or as soon as they follow you.
- Don't mass follow, and then use that number as a success metric, and then publishing that number

Linked In Don'ts

- Don't ask for endorsements from people you don't know
- Don't use mailing list of your connected users to promote your company off-site
- Don't recommend someone undeserving of it

Facebook Don'ts

- Don't publicize a private conversation on a wall post
- Don't post inappropriate pictures
- Don't post statuses you don't want your boss to see
- Don't complain about your current job
- Don't ignore security

Blogging Don'ts

- Don't use inappropriate visuals
- Don't plagiarize other's content

General Do's for Social Networking

- Use different sites for different purposes (Ex: Facebook for social, Twitter for business)
- Maintain general professionalism
- Make generally positive comments. Post negatives in neutral terms, with caveats about concerns
- Be truthful, and be careful about what you say
- Think before you post. Your comments could be permanent
- Give your connections limited useful information about yourself or your business

Tweeting Do's

- Use your stream to interact with and help others
- Let others repost your tweets on the tweets' merits
- Give people opportunity to follow you after you follow them
- Use legitimate following number as a success metric

Linked In Do's

- Ask for endorsements only from those you know
- Use your connected users mailing information only with their permission
- Recommend those who deserve recommendation

Facebook Do's

- Handle private matters via e-mail or private messaging
- Post pictures that would be acceptable to your mother and boss
- Post statuses that don't cause your boss to question your job fitness or loyalty
- Praise your current job, or remain silent about it
- Become familiar with, and use your security settings

Blogging Do's

- Use family & business appropriate visuals
- Cite sources even in blogs