

Social Media Ethics “Cheat Sheet”

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Social Media Ethical Dilemmas

- Revisionist History
- Rumors
- Pay for Play
- Flogs
- SEO
- Employee Use
- Netiquette
- Role of the Public Relations Professional

Employee Use Policy

- Be transparent and real.
- Take responsibility for your words.
- Don't copy.
- Protect confidential and proprietary information.
- Direct news media inquiries to your PR dept.
- Get permission.
- Don't pick fights.
- Be aware of defamation laws.

Netiquette

- Remember – Perception is Reality.
- Contribute and encourage feedback response.
- Respect your audience.
- Add value.
- Keep business and personal pages separate.
- Business pages should be reviewed by PR Dept.

Role of the PR Professional

- Represent the organization as you would as spokesperson.
- Know your purpose for using a particular Social Media tool.
- Update entries and reply to inquiries regularly.
- Model good grammar and spelling.
- Stay focused on business.
- Correct errors quickly and admit mistakes when necessary.
- Monitor Social Media use just like news media monitoring.
- Think like a potential customer.
- Develop measurable goals.
- Analyze the goals and objectives vs. the tactics.
- Think about not only your messages, but about how to solicit responses and create conversation.
- Create appropriate content.
- Develop integrated PR/Marketing/Advertising Social Media campaigns.
- Be prepared for “offline” contact.
- Be aware of your competitors... they are watching you.
- Measure results, analyze, and repeat.