Making Sense of the Blur: Social Media Best Practices

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The Social Media Code

- Social Media Etiquette
- Each tool is a different community with different social norms
- Best Practices vs. Policy
NO YELLING, please

- NEVER USE ALL CAPS
- Be conversational
- Avoid acronyms or government jargon
- Cmmn shrthnd
A Conversation with Stakeholders

- HOT communication
- Interact with citizens
- Respond quickly
- Comment Policy
- Follow back ≠ endorsement
- Add value
- Correct errors quickly

“A Facebook Page gives a voice to any brand, business or organization to join the conversation with Facebook users.”
~ Facebook
Who R U?

- Get verified – gov@twitter.com
- Be clear and honest about who is posting
- Stick to your area of expertise
- You are personally responsible for content
- RT @GiveCredit www.link.com via @NewsMedia
The Password is . . .

- Password is not a good password
- Don’t share passwords
- Change passwords often
- Use different passwords for each tool
Questions?
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