

Making Sense of the Blur: Social Media Best Practices



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The Social Media Code



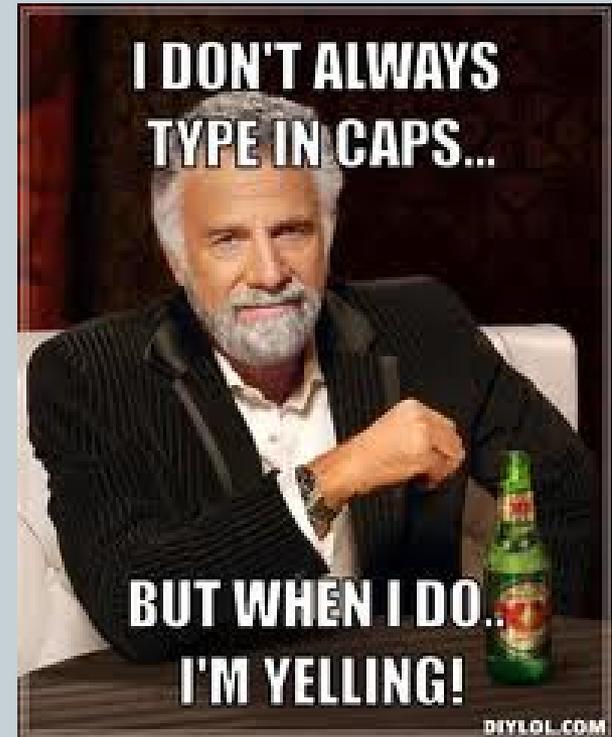
And thirdly, the Code is more what you'd call 'guidelines' than actual rules.

- **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](https://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



WA Attorney General 

@AGOWA

The official twitter site of the Washington State Attorney General's Office. Tweets by Sarah & other AGO communications staff. A follow is NOT an endorsement.

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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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