

# **SOCIAL MEDIA**

*Social media should be used professionally; posting online is not confidential or secure and the press, regulators and carriers have the resources to identify the individual behind inappropriate postings.*

## **Incorporate these strategies:**

*When using social media for business purposes, ensure that you are holding out according to the rules and that your communications are truthful, accurate, professional and compliant with the laws that apply to you.*

**Guard your reputation.** It may be beneficial to have separate accounts for personal and professional use. Use the many platforms that are available and decide on which ones you have an easier time maintaining a professional tone.

**Watch your language.** Take the time to double-check spelling, and use proper grammar to build credibility. It pays to edit comments and posts before clicking the share button.

**Monitor your privacy.** Learn about privacy settings and set them accordingly. Un-tag yourself from others' posts if you notice something inappropriate.

**Keep work comments positive.** Regardless of the platform you frequent, negative comments about work are simply inappropriate and can harm your professional reputation.

[CSF terms of use for Facebook](#)

[CSF terms of use for LinkedIn](#)

Read more tips on digital reputation [HERE](#)