

Social Media for Personal and Professional Use (and How to Tell the Difference)

Making Sense of the Blur

Governor's Social Media Summit

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The same only different

- o Social media is powerful
 - o Far reaching
 - o Faster than a speeding bullet
 - o Used by influencers
- o OMG, what have I done?
 - o Mistakes and bad behavior are magnified and probably at least semi-permanent
 - o You are not Betty Crocker, you are YOU

How to use social media as a force for good and avoid the epic fail, personal and professional use edition

- o What agencies can do as employers
- o What employees can do to protect themselves and avoid embarrassment
- o Professional and personal use
- o Blurred roles
- o Managing social media use, best practices

Agency role

- o Set clear policies and educate employees
- o Decide whether to allow social media use for professional purposes
 - o Supports the mission of the agency
 - o E.g., professional networking
 - o Distinguish from official agency communications
 - o Distinguish from personal use
 - o E.g., job search

Agency role

- o Decide whether to prohibit all personal use or to allow *de minimis* use
 - o *De minimis* use must be consistent with state ethics law
 - o Any use of state resources (time or equipment) must be extremely limited, at little or no cost to the state
- o Agency social media policies vary

Employee responsibilities

- o Follow agency policy
- o Follow the law
 - o Ethics, records retention, public perception, confidentiality
- o Consider perceptions
- o Assume nothing posted via social media is private

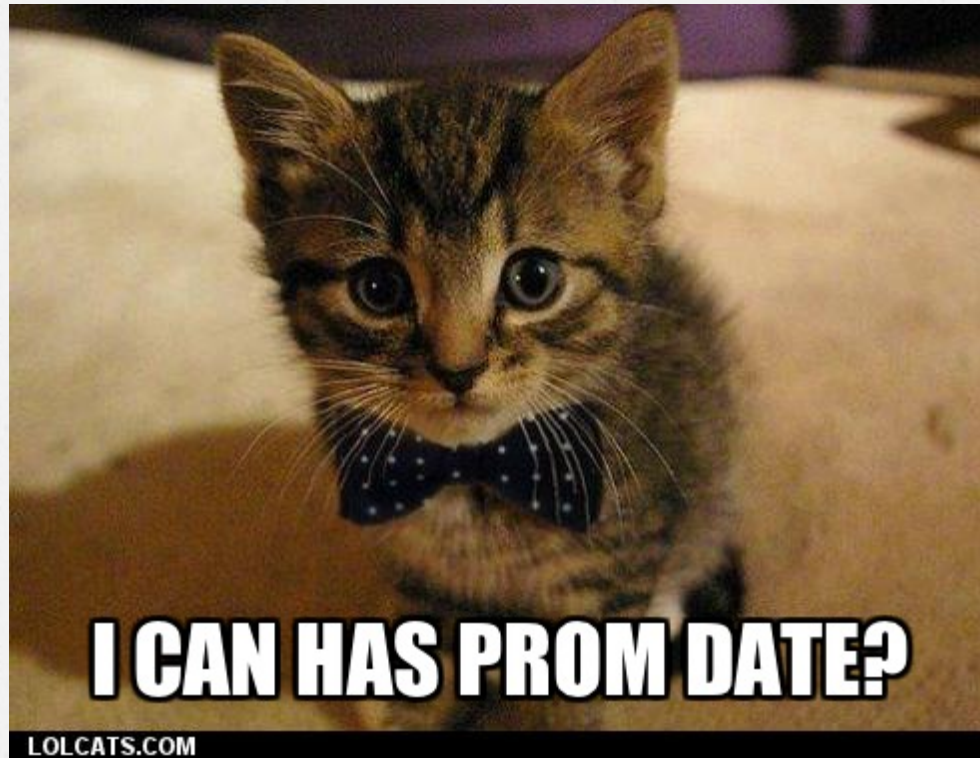
Professional use

- o **Networking, e.g. LinkedIn, GovLoop**
 - o **Making and maintaining professional contacts**
 - o **Professional development**
 - o **Activities should be reasonable in scope and number**
 - o **Training opportunities**
 - o **Making and requesting recommendations**
 - o **Discussion groups**
 - o **Locating speakers or other resources**

Personal use

- o Connecting to friends, relatives, and “friends”
- o Likes and follows
- o Exchanging information
 - o Family news, photos, memes
- o Entertainment
 - o YouTube, games
- o Researching products, finding deals
- o Networking
 - o Job search, expanding contacts, seeking professional opportunities

Personal or professional?



Personal or professional?

Your Groups | LinkedIn

www.linkedin.com/myGroups?trk=hb_side_grps_top

Account Type: Basic | Upgrade


















Suzanne Shaw Add Connections

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
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Personal or professional?

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NORTHWEST NATIVE ARTS MARKET & FESTIVAL
SATURDAY, AUGUST 11, 2012

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Chat

The Blur

- o **Who are we when we network?**
 - o What's the purpose?
 - o What resources are being used?
 - o How will actions be perceived?
- o **Often there is no bright line**
 - o Determining personal or professional requires judgment
 - o Err on the side of caution

The Blur

- o Increasingly, online private and public life are blurred
 - o How active are you in social media?
 - o How are you perceived?
- o For public employees – same challenges, new venues
 - o Records retention, public disclosure
 - o Ethics
 - o Responsibilities to employer, e.g. confidentiality
 - o Reputation

Managing your social media use

- o Assume anything you post on social media will be seen by
 - o Someone who will pass it along (by accident or on purpose) to
 - o Someone you did not intend to share with
- o If you don't want your mom, your spouse, your boss, your kids, the cops, or investigative reporters to see something, don't post it

Managing your social media use

- o Before you connect, personally or professionally; before you look for a job
 - o Edit your profile(s) and check privacy settings on LinkedIn, Facebook, etc.
 - o Only information you want others to see
 - o Understand what is automatically shared
 - o Do you tweet on Twitter?
 - o Check your content

Managing your social media use

- o How many platforms, how many profiles?
 - o One profile or separate personal and professional profiles
 - o Different platforms for different purposes
 - o You have to maintain them all
- o Facebook only allows one account and one profile for an individual
 - o You can have multiple pages and associate multiple email addresses

More best practice tips

- o Know the terms of service
 - o How many profiles or accounts?
- o Know and use privacy settings
- o Assume nothing is really private
- o Use common sense
 - o Don't discuss the workplace
 - o Don't announce your vacation
 - o Don't over-share
- o By the way
 - o Your "friends" aren't necessarily your friends
 - o And what about those friends-of-friends?

More best practice tips

- o Remember that traditional ethics rules still apply
- o Assume everything you post will become public
- o Be professional
- o Be aware of perceptions
- o Always identify yourself appropriately
- o Social networks are tools, not toys
- o Be transparent
- o Admit when you are wrong; act promptly to correct mistakes

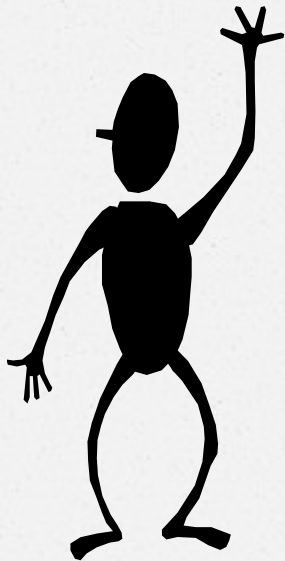
The Takeaway

- o Employers and employees both can help assure safe and effective use of social media
- o Be familiar with the social media you use
- o Public and private online lives can overlap
- o Use social media responsibly at work and away
- o Never assume anything posted on social media will remain private.

Questions



Thank you!



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