

Dos & Don'ts of Social Media in the Workplace



SOCIAL MEDIA IS A BIG PART OF MOST OF OUR LIVES.

IN FACT, IT'S ALMOST THE NORM. BUT HAVE YOU EVER WONDERED HOW YOU SHOULD MANAGE YOUR SOCIAL MEDIA IN THE WORKPLACE?

THE FOLLOWING TIPS MAY HELP:



DOs & DON'Ts

OF SOCIAL MEDIA IN THE WORKPLACE

+ DO

Shed a positive light on your company:

Used appropriately, social media can help to promote what your company does and keep people engaged.

+ DO

Use information from reliable sources:

Stay "safe" when using social media networks in the workplace by being alert and using the four ways of S.U.R.E. (Source, Understand, Research, Evaluate)!

+ DO

Position yourself as a thought leader:

Share your know-how via social media and engage with other thought leaders in your field.

+ DO

Be proactive in your privacy settings:

Go through your social profiles and decide which should be public or private.

+ DO

Be authentic but appropriate:

Just be yourself on social media, while striking a balance between being you and being inappropriate or blunt.

- DON'T

Waste company time on social media sites:

Spend company time doing work; limit your personal social media activities to outside your office hours.

- DON'T

Complain about work:

Never post anything negative about your colleagues or company in social media.

- DON'T

Discuss sensitive topics

Stay clear of sensitive topics such as religion or politics that might be inappropriate for the workplace.

- DON'T

Post anything illegal or disallowed:

Never post anything that is illegal or disallowed by your company policy.



To find out more about S.U.R.E. infographics, please visit nlb.gov.sg/sure/infographics

References:

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