

Social Media Internal Guidelines

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Introduction

translate plus now has a presence on Twitter, LinkedIn, Google+ and Facebook. These are great tools to increase brand awareness, generate new leads and for our customers and prospective customers to start a conversation with us.

We would love for you to join us on these social networks and become part of what we are trying to achieve. If you decide to do so we have a few guidelines we would like you to adhere to, to protect yourself, the company, and to make sure we use these tools in a way that is enjoyable for everyone.

Social networking can make an important contribution to the company's image and success, and to your interaction with clients and linguists. Do, however, limit your logging in to a couple of times a day, and please keep any personal status updates and messaging to your lunch break.

If you do wish to connect with translate plus through any of these social networks, there are some guidelines that must be adhered to. The reason for these guidelines is to protect the brand and also to protect you as an employee.

If you are using the social media connector in Outlook 2010 (see View > People Pane) then you must only connect to your LinkedIn account. We do not want your latest Facebook and twitter updates to appear on your work emails!

If you have any questions regarding any of this, please do not hesitate to speak with the marketing department.

1. Twitter

To find us on Twitter please search for **@translate_plus** and follow us.

We welcome your participation and comments on the official translate plus feed, but please bear in mind the following when doing so:

- 🐦 As outlined in your contract, you must not disclose any information translate plus shares with a customer or internally, without the permission from both parties to do so first.
- 🐦 Respect copyright and financial disclosure as laid out in your contract.
- 🐦 Only ever mention translate plus in a positive light. If for any reason you're unhappy with anything, the right place for that is a discussion with your line manager.
- 🐦 Your profile image must not be tasteless, rude, offensive or disrespectful. Ask yourself "if I was a customer or translator, would I feel comfortable doing business with the person represented in my profile picture?"
- 🐦 Speak in the first person to help identify that you speak for yourself, and not the company.
- 🐦 Respect your audience by writing in thoughtful language (avoiding insults, slurs or obscenity).
- 🐦 Don't pick fights, and be the first to admit and correct a mistake.
- 🐦 The above considerations apply to all re-tweets, so please ensure the comments in the original tweet meet these guidelines.
- 🐦 If in doubt, speak with your line manager before tweeting a comment.

2. LinkedIn








To find us on LinkedIn please select "Companies" in the search box drop-down menu and then type "translate plus" and we will appear.

You can now choose to follow us by clicking the "Follow" button on the right-hand side.

To become a company employee you must **Edit** your own profile page and add translate plus as your **current employer**. Make sure to select the "translate plus" option when it appears as you type the name of the company, so that it appears as a link on your profile, and you will now be added as a current employee on the translate plus page. This update will appear as a news item to all of your connections. Only those with a translateplus.com email address will be able to do so (linguists therefore cannot). **Please make sure to add a second e-mail address to your account as a back-up in case you ever need to access your account from another e-mail account.**

We welcome all employees to add translate plus as their current employer and raise awareness of our work via connecting with contacts within other companies, uploading updates and joining Groups and the discussions taking place within them. Please bear in mind the following when doing so:

- in As outlined in your contract, you must not disclose any information translate plus shares with a customer or internally, without the permission from both parties to do so first.
- in Respect copyright and financial disclosure as laid out in your contract.
- in Only ever mention translate plus in a positive light. If for any reason you're unhappy with anything, the right place for that is a discussion with your line manager.
- in Please try to upload a profile image, as profiles with images are viewed as more trustworthy by other users.










-  Your profile image must not be tasteless, rude, offensive or disrespectful. Ask yourself “if I was a customer or translator, would I feel comfortable doing business with the person represented in my profile picture?”
-  Your LinkedIn profile must be true and accurate to the best of your knowledge.
-  Respect your audience by writing in thoughtful language (avoiding insults, slurs or obscenity).
-  If you are approached by a Recruiter or a Sales Person from a competitor, please do not accept their Invite as this will give them access to all your contacts.
-  Be very careful as to who you grant access to your profile.
-  If in doubt, speak with your line manager before posting an update.
-  LinkedIn contacts created/expanded during employment at translate plus belong to translate plus.

3. Facebook

Search for “Translate plus” in the search box (Facebook doesn’t let you start a company with a lower-case letter!) and we will appear as a Page with the company logo. We would love for you to “Like” us, which effectively means you are following us and will receive any news updates we post (this may take some time, as Facebook only publishes updates from accounts that have high levels of interaction with other members).

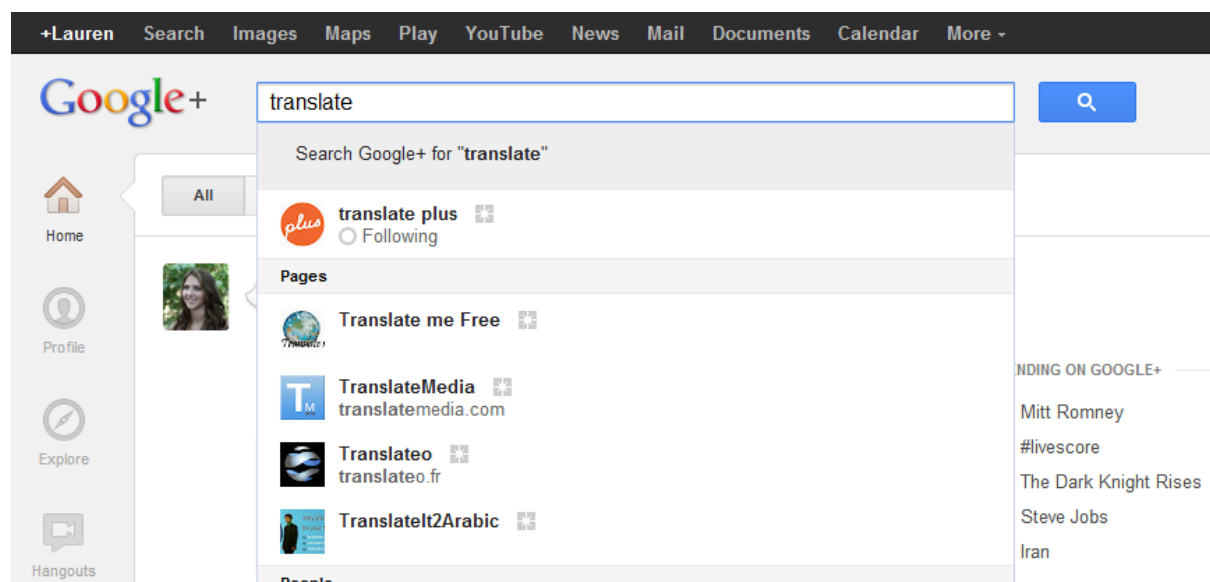
If you would like translate plus to be viewable as your employer in your own profile information, please select “Update info” on your profile and add us as your current place of work. This will then appear on your profile page and as a link to the translate plus page for other members.

We would love for you to follow us and Like or Comment on our updates, but please bear in mind the following when doing so:

-  As outlined in your contract, you must not disclose any information translate plus shares with a customer or internally, without the permission from both parties to do so first.
-  Respect copyright and financial disclosure as laid out in your contract.
-  Only ever mention translate plus in a positive light. If for any reason you’re unhappy with anything, the right place for that is a discussion with your line manager.
-  Your profile image must not be tasteless, rude, offensive or disrespectful. Ask yourself “if I was a customer or translator, would I feel comfortable doing business with the person represented in my profile picture?”
-  Speak in the first person to help identify that you speak for yourself, and not the company.
-  Respect your audience by writing in thoughtful language (avoiding insults, slurs or obscenity).
-  Don't pick fights, and be the first to admit and correct a mistake.
-  If you feel that your profile contains any images or information that would not be appropriate for business associates to view, we recommend for your own benefit you change your personal privacy settings (clients do check you out on here!).
-  If in doubt, speak with your line manager before posting a comment.

4. Google+

When logged in to Google+ search for “translate plus” and then click on us from the drop down menu. It should appear like this:



We would love for you to Follow us. To do this simply click Follow on the translate plus page add us to your own personal circles. You can “Like” our page or a particular post by clicking on the +1 button at each point.

Google+ is different to other social networks in that you can be highly selective of which people see your updates. Therefore, the easiest way to protect yourself from accidentally sending us private updates is:

- 📌 Make sure to add translate plus into a separate circle called Employer and only select to send updates to this group when the content of you post is appropriate to be viewed by your employers.

If you add translate plus to your circles this will appear on our profile so clients and customers will be able to click on your profile through our page. Therefore, please remember the following:

- 📌 As outlined in your contract, you must not disclose any information translate plus shares with a customer or internally, without the permission from both parties to do so first.
- 📌 Respect copyright and financial disclosure as laid out in your contract.
- 📌 Only ever mention translate plus in a positive light. If for any reason you're unhappy with anything, the right place for that is a discussion with your line manager.

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