



## Social Media Quick Tips

---

1. **Be honest and transparent. Fully disclose your identity.** If you have a relationship with a particular organization which informs your viewpoint, say so. You are seen as a representative of GCRCF, even in posts made to your personal page(s).
2. **Respect Privacy.** Do not discuss a situation about other individuals on a social media site without their permission. As a simple rule, do not post anything that you would not present in any public forum.
3. **Be Responsible.** You are accountable for what you post on your own site and on the sites of others. Be mindful that what you public could potentially become public regardless of the particular site's privacy settings.
4. **Correct Mistakes.** If you make a mistake, admit it. Be upfront and quick with your correction.
5. **Provide Value.** Don't post on GCRCF's social media sites "just to post". Make sure that the information you post is timely, relevant and adds value to the online conversation.
6. **Be Responsive.** Individuals appreciate when their comments are responded to in a reasonable time frame.
7. **Think Before You Post.** There's no such thing as a "private" social media site. Search engines can turn up posts and pictures years after a publication date. Comments can be forwarded and copied. Archival systems save information even if you delete a post. Only post pictures that you would feel comfortable sharing with the general public.
8. **Best Practices.** For more information on social media best practices, visit [socialmedia.org/disclosure](http://socialmedia.org/disclosure).