



Social Media/Online Communication Tips

1. Be responsible for what you write

Your club and its representatives need to take responsibility for what they write, and exercise good judgment and common sense.

2. Consider your audience

It is important to know who you are communicating to and then structure your information accordingly.

3. Exercise good judgment

Refrain from comments that can be interpreted as slurs, demeaning, inflammatory, etc. The Internet is full of varied opinions, and it's okay to share yours, but be careful of what you are saying.

4. Respect copyrights and fair use

This should be a no-brainer, but just in case: *always* give people proper credit for their work, and make sure you have the right to use something with attribution before you publish.

5. Remember to protect confidential information

Any information that is posted through the internet can be seen by anyone and everyone around the world. Once it has been sent it can never be fully removed. Therefore remember to only list information that you would be happy for everyone in the world to read.

6. Bring value

Social media will more likely pay dividends for you if you add value to your followers, readers, fan, and users. Encourage interaction through your online communication.