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Social Media Casual

1. Adjective _____
2. Proper Noun _____
3. Verb Base Form _____
4. Verb Base Form _____
5. Adverb _____
6. Proper Noun _____
7. Noun _____
8. Verb Base Form _____
9. Adjective _____
10. Verb Base Form _____
11. Noun _____
12. Noun _____
13. Proper Noun _____
14. Verb Base Form _____
15. Adjective _____
16. Verb Present Ends In Ing _____
17. Verb Base Form _____
18. Adjective _____
19. Adjective _____
20. Noun _____
21. Proper Noun _____
22. Noun _____
23. Noun _____

24. Adjective _____

25. Verb Base Form _____

26. Noun _____

27. Proper Noun _____

28. Proper Noun _____

29. Verb Base Form _____

30. Adjective _____

31. Verb Base Form _____

32. Verb Base Form _____

33. Noun _____

Social Media Casual

Blogs, Facebook, Twitter, Pinterest, Instagram and other social media sites are a _____Adjective_____ way to share your employment with _____Proper Noun_____ and to help us _____Verb Base Form_____ our events and _____Verb Base Form_____ clientele to come in.

As we work _____Adverb_____ at _____Proper Noun_____ to build our _____Noun_____, here are a few tips to keep in mind while we _____Verb Base Form_____ the ins and outs of the online world:

You're amongst friends--sometimes. As much as your blog, Twitter stream, Facebook page, etc... might feel like your cozy home on the Internet where friends stop by to catch up, it's really a _____Adjective_____. People can land on your page from a Google search and read just one post completely out of any other context. And that content? It lives on forever in Google, long after you've forgotten about it. So, _____Verb Base Form_____ of your web space less like a _____Noun_____ and more like your _____Noun_____.

Spread news, don't break it. It's great (and helpful!) when we can use our personal web spaces to share the great things we are doing at _____Proper Noun_____. However, make sure what you _____Verb Base Form_____ about is ready for _____Adjective_____ consumption. If we've talked about it in a public forum or have started _____Verb Present ends in ING_____ it, then you are good to go. When in doubt- _____Verb Base Form_____!

Be smart. From a _____Adjective_____ perspective, you're _____Adjective_____ for what's on your personal _____Noun_____, so make sure you follow copyright rules and any other relevant laws. When it comes to _____Proper Noun_____ content, a good rule of thumb is "point, don't post," meaning that it's better to link to the _____Noun_____ on our established communication channels rather than posting it on your own personal blog or site.

Disclaimers or not, you represent. If you're _____Noun_____ something that might be _____Adjective_____ with the mission of our business, including a disclaimer is advisable -- e.g. "these views are mine alone, they do not reflect the views of my employer." But even with that, what you _____Verb Base Form_____ in your tweets, on your blog, and on your Facebook page (or anywhere else) is just as much of a _____Noun_____ of _____Proper Noun_____ as what you do in your personal life (to some extent). Remember to not speak or post on behalf of _____Proper Noun_____, and leave that to our marketing team and our company channels, and remember that you need to _____Verb Base Form_____ with our other company policies when posting.

Being on social media on your cell phone or computer while on company time, including but not limited to Facebook Messenger, Twitter, Instagram, or Pinterest, is also _____Adjective_____ to being on a personal call while at work. Please do your best to _____Verb Base Form_____ during your work hours and check these applications during personal time like lunch breaks or at the end of the day.

Violation(s) of the social media policy will be subjective to _____Verb Base Form_____, up to and including _____Noun_____.

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