

Social Media Casual

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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.