



Making Social Media Safe

How can we control messaging in a viral age?

MEETING OBJECTIVES

At the conclusion of this session, you will:

- Have a better understanding of what social media protocols are and how to set them up
- Learn common mistakes and how to avoid them
- Know how to use both the organization's profile and personal accounts to positively boost your brand



An overhead, top-down view of a group of people sitting around a large, rustic wooden table. The scene is dimly lit, with a soft, warm glow. Several people are visible, mostly from the chest down or just their hands and arms. They are engaged in various activities: some are holding coffee cups, one is using a laptop, another is looking at a tablet, and there are papers and a small potted plant on the table. The overall atmosphere is one of a collaborative workspace or a casual meeting.

WHAT ARE YOU AFRAID OF?

Seriously, what could possibly go wrong?

SOCIAL MEDIA DISASTERS

- Human error (People posting from the wrong account, awkward misspellings, etc.)
- Someone representing your organization says something that reflects poorly on your brand
- People catch you behaving badly
- Really bad decisions
- Disgruntled employees





@KennethCole

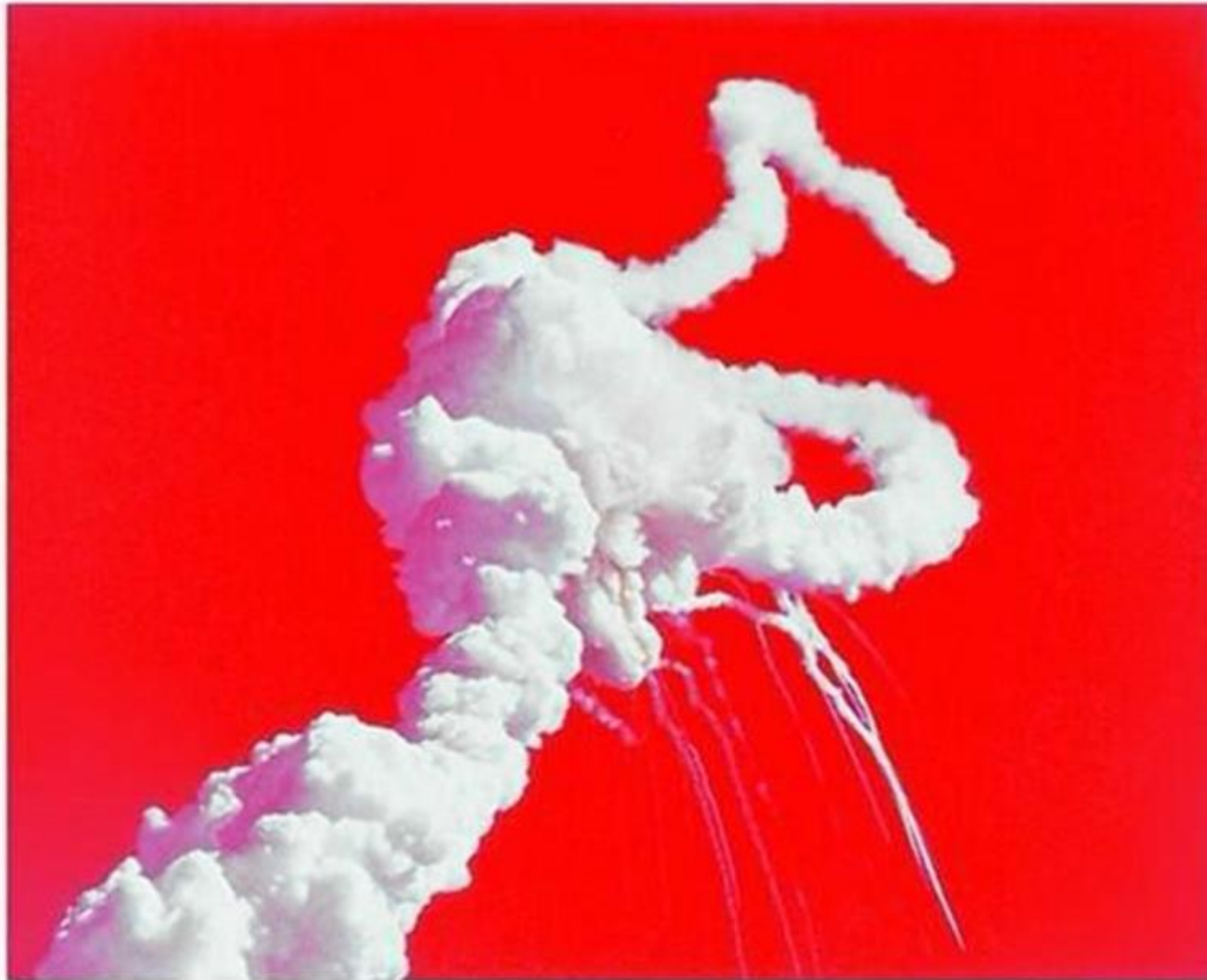
Kenneth Cole

Millions are in uproar in #Cairo. Rumor is they heard our new spring collection is now available online at <http://bit.ly/KCairo-KC>

3 hours ago via Twitter for BlackBerry® ☆ Favorite ↺ Retweet ↻ Reply

americanapparel  plzstic 

Source: truangles



#Smoke #Clouds

11,004 notes





Heather Spohr

@mamaspohr



Following

Classy. RT: @KitchenAidUSA: Obamas gma even knew it was going 2 b bad! 'She died 3 days b4 he became president'. #nbcpolitics



Reply



Retweet



Favorite

77

RETWEETS

13

FAVORITES



8:54 PM - 3 Oct 12 · Embed this Tweet

Reply to @mamaspohr @KitchenAidUSA



DEW @ABittersweet1

30m

@mamaspohr I saw that @KitchenAidUSA tweet. Dem. or Rep. why are we talking about the death of someone's grandma? #notclassy #getyourlife

Details



Minky- Belle Reve @aBelleReve

30m

@mamaspohr @KitchenAidUSA well, someone's about to lose their social media job.

Details



American Red Cross

@RedCross



Ryan found two more 4 bottle packs of Dogfish Head's Midas Touch beer.... when we drink we do it right [#gettnslizzerd](#)

HootSuite • 2/15/11 11:24 PM



Amy's Baking Company Bakery Boutique & Bistro

2,857 like this

6 hours ago · 🌐

👍 Like

WE DO NOT NEED THIS. YOU STUPID PEOPLE. AMERICA IS ABOUT RESSLING, IT IS NOT A BIG DEAL. THE CAKES WE OFFER ARE EXPENSIVE BECAUSE WE HAVE TO REPACKAGE AND SHIP. DO NOT BLAME US BECAUSE YOU CAN NOT AFFORD QUALITY. THE YELPERS, AND NOW THE REDDITS, NEED TO BACK OFF. YOURE NOT RIGHT JUST BECAUSE OF SOME TV SHOW.

Like · Comment · Share

💬 23

👍 45 people like this.



Amy's Baking Company Bakery Boutique & Bistro

2,857 like this

6 hours ago · 🌐

👍 Like

TO REDDIT. I FORBID YOU FROM SPREADING YOUR HATE ON THAT SITE. THIS IS MY FACEBOOK, AND I AM NOT ALLOWING YOU TO USE MY COMPANY ON YOUR HATE FILLED PAGE.

Like · Comment · Share

💬 2

👍 53 people like this.

POLICIES AND PREVENTION

Creating a policy that works for your organization

- Internal and External
- Staff driven
- Monitoring?
- Operate in good faith

INTERNAL POLICIES

Keys to a good policy

- Restrictive vs Open
- Remember the six G's of social media marketing
- Winter is coming: Prepare in advance
- Prepare strong guidelines

The Six G's of Social Media Marketing

Do be . . .

1 Genuine

2 Generous

3 Grateful

Don't be . . .

4 Greedy

5 Grandstanding

6 Grabby



Nonprofit Marketing Guide.com



Mr. It Is Our Duty

@Mr_ItIsOurDuty FOLLOWS YOU

I'm the sinner Jesus came to save & I'm the Field Negro Malcolm talked about. I'm not here for your religion. #ToDieFor #ColorMeBlack #BlackLivesMatter

Color Me Black, USA

TWEETS
16.8K

FOLLOWING
936

FOLLOWERS
1,095

LIKES
1,974



Following

Tweets Tweets & replies Photos & videos



Pinned Tweet



Mr. It Is Our Duty @Mr_ItIsOurDuty · 13h

Dear #GynnyaMcMillen,

your life mattered. as a dad, I'm sorry you weren't protected. he deserves death. you

Who to follow · Refresh · View all



Jeremy Dugan @JeremyD... x

Follow



WelcomeTreePress @Tre... x

Follow



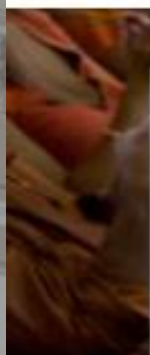
Shops at La Cantera @Sh... x

Follow

EXTERNAL POLICIES

Why do they matter?

- Employees are the best way to spread your brand
- Sometimes people lack filters
- Have you been on Facebook/Twitter/Instagram lately?
- Hard to enforce but good guidelines to have



Texas Tribune ✓

@TexasTribune FOLLOWS YOU

A nonprofit, nonpartisan public media organization covering Texas politics and policy with moxie.

📍 Austin, Texas



TWEETS
32.4K

FOLLOWING
63.5K

FOLLOWERS
119K

LIKES
1,553

LISTS
21

Tweets

Tweets & replies

Photos & videos



Texas Tribune @TexasTribune · 10m

After [#IowaCaucus](#), [#Texas](#) to be key state for [@TedCruz](#) | [@TexasTribAbby](#): trib.it/1Tss7nJ



TWEETS
25.6K

FOLLOWING
5,104

FOLLOWERS
7,164

Patrick Svitek

@PatrickSvitek · FOLLOWS YOU

Reporter, @TexasTribune. Covering @TedCruz, 2016 and Texas. @MedillSchool alum, @thedailynu major. Previously at @HoustonChron. Email: psvitek@texastribune.org.

Austin, Texas

Tweets

Tweets & replies



Patrick Svitek @PatrickSvitek · 9m
New this morning: Was he even a curtain-raiser on Cruz's expected victory?
texastribune.org/2016/02/01/e



Patrick Svitek @PatrickSvitek · 6h



Evan Smith

@evanasmith · FOLLOWS YOU

CEO & editor-in-chief of @texastribune. Host of @overheardpbs. Former editor of @texasmonthly. Political junkie, passable tennis player, future ex-vegetarian.

Austin, Texas

www.texastribune.org

TWEETS
17K

FOLLOWING
2,992

FOLLOWERS
26.8K

LIKES
430

LISTS
3

Tweets

Tweets & replies

Photos & videos

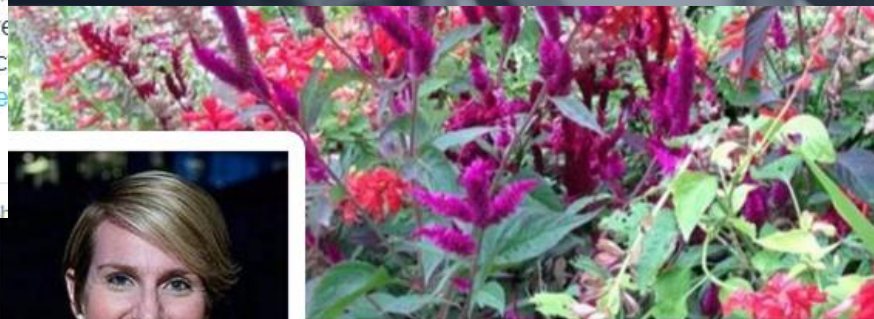


Evan Smith @evanasmith · 15h

That was probably on me. This time, an entire round of @RatliffT. Sponsored by @EmpowerTexans.

Tyler Norris @TXTylerNorris

@evanasmith @TexasTribune @highballaustin @Konrad remind @rossramsey SBOE are not statewide races. #



TWEETS
23.3K

FOLLOWING
1,040

FOLLOWERS
11.8K

Emily Ramshaw

@eramshaw

Texas Tribune editor & enthusiast. Wife of filmmaker @d_hartstein. I RT because I'm interested; aren't you?

Austin, TX

Joined February 2009

Tweets

Tweets & replies

PHOTOS



Emily Ramshaw @eramshaw · Jan 12
This is so great.



Walkley Foundation

"It's a return to driver in the #voting booth."



AmnestyInternational ✓

@amnesty

We've been fighting the bad guys since 1961 - you can join us! Official Amnesty International USA profile - RTs≠endorsements.

TWEETS
14.5K

FOLLOWING
6,556

FOLLOWERS
1.71M

LIKES
2,004

LISTS
4



Follow

Tweets

Tweets & replies

Photos & videos



AmnestyInternational @amnesty · Jan 30

The America we believe in would CLOSE
[#Guantanamo](#) now! amn.st/6016Bklej
[@WhiteHouse](#)

Who to follow · [Refresh](#) · [View all](#)



Jeremy Dugan @JeremyDu... ✕

Follow



WelcomeTreePress @Tree... ✕

Follow



Anna Neistat

@AnnaNeistat

Senior Director for Research at Amnesty International

Joined August 2012

 Tweet to Anna Neistat



Amnesty Bahrain

@aibahrain

Human Rights information and updates on Bahrain run by Amnesty International.




Govind Acharya

@gringostani

Amnesty International Board of Directors. Tweets on [#Kashmir](#) [#Maldives](#) [#Bangladesh](#) [#India](#). Hard core cyclist. Tweets are personal views RT ≠ endorsement

 Sacramento, CA area

 blog.amnestyusa.org/author/govind-

 Joined October 2009

EXTERNAL POLICIES

What to remember

- Encourage staff to state who they work for when referencing work related materials
- Determine your line for posting at work: Who can? Who can't? What can people post?
- Lead by example

COMMON MISTAKES

- Admin settings are IMPORTANT
- Response protocols need to be in place
- Try to monitor the conversation
- Don't be overly restrictive



Burnam Gray

> Big Give SA 2016

> The Big Give SA

Search Business



john@burnamgray.com



Help

General

Messaging

Post Attribution

Notifications

Page Roles

People and Other Pages

Apps

Instagram Ads

Featured

Page Support

Activity Log



Everyone who works on your Page can have a different role depending on what they need to work on. [Learn more.](#)



Type a name or email...



Editor

Can edit the Page, send messages and publish as the Page, create ads, see which admin created a post or comment, and view insights.

+ Add Another Person

Page Owner

Admins of the Burnam Gray business can manage roles and other permissions on this Page.



Burnam Gray

Admins

Admins can manage all aspects of the Page including sending messages and publishing as the Page, creating ads, seeing which admin created a post or comment, viewing insights and assigning Page roles.



John Burnam

Employee of Burnam Gray

Admin

Editors

Home burnamjohn

 **verizon** Jan 31, 10:04pm via Twitter Web Client
Winning \$50 off your bill for 50 months? Touchdown. Hurry up & text Minute50 to 502016. po.st/YMDPro
amp.twimg.com/v/7af7324b-68c...
 Promoted by Verizon

 **Intermountain**
9:50am via Hootsuite

What exactly is a superfood and which ones should you add to your diet ow.ly/XnGhv
#Superfoods

 **lyndalcairns**
9:50am via Twitter for Android
Enjoying the circus. nyti.ms/1QSsTKj
@nytimes writes: Vulgar, Mean, Classified and Zany: The 2016 Campaign So Far. #IowaCaucus #Iowa

 **jstorres**
9:50am via Hootsuite
Do Good Business by Doing Good ow.ly/UGOQo

ORPORATE
SOCIAL

Mentions burnamjohn

 **SATXdelaney**
Jan 30, 11:41am via Twitter for iPhone
@burnamjohn ha! Too much?
1 like
 Show Conversation

 **TingleJK**
Jan 29, 10:00am via Post with Klout
@Trinity_U alumni like @burnamjohn are doing great things for @PuroSanAntonio. Giving us a reason to @Choose_SA. klou.tt/bd4z4mm2fpzy
2 likes

 **RootCause**
Jan 28, 9:03am via Twitter Web Client
@burnamjohn @GuideStarUSA @Philanthropy We're excited, too!
 Show Conversation

 **GuideStarUSA**
Jan 27, 1:11pm via HubSpot
MT @burnamjohn If you haven't had a chance to see new GuideStar profile layouts, here's a succinct article @kanter npog.s/1nu17se
2 retweets 2 likes

Scheduled burnamjohn

There are no messages scheduled for this network at this time.



Share while you browse
Get the Hootsuite Chrome extension to quickly share and schedule links, images and videos you visit on the web.

Install Extension

Timeline John Burnam

 **Young Nonprofit Professionals of San Antonio**
Jan 29, 7:56am
Your YNP Leadership Team!

2 likes

 **Young Nonprofit Professionals of San Antonio**
Jan 29, 7:55am
Young Nonprofit Professionals of San Antonio added a new photo — with John Burnam





Remember: Be gracious, accidents happen

Who can use social media in your company?

- ☐ Everybody ☐ Only specific individuals

[Previous Question](#)

Question 3/12

[Next Question](#)

Notes from the Net

Is Social Media a company wide initiative or only something for specific job descriptions? If only particular employees can use social media then describe who they are.

"While you are on company time, please refrain from online activities that don't bring value to Greteman Group. Think of your personal time online just as you think of personal phone calls or emails."

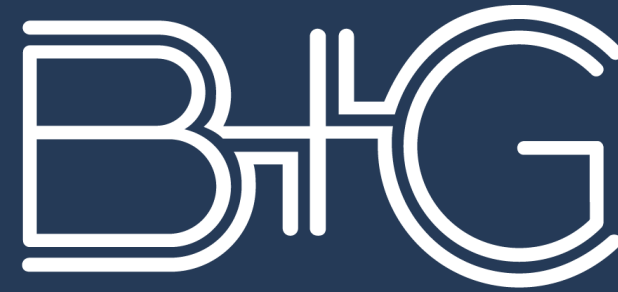
[Click here to read the article at Greteman Group](#)

"Additionally, no employee should conduct client business via their personal blog or other personal social network."

[Click here to read the article at Gibraltar Associates](#)



QUESTIONS AND COMMENTS



BURNAM | GRAY

ignite. scale. repeat.

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