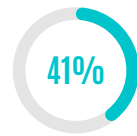


Online Etiquette and Professionalism



60% of employers use social media to research job candidates.



41% of employers use social media to research current employees.



26% of employers say they have found content online that caused them to reprimand or fire an employee.

- Sexually inappropriate photos or videos.
- Photos, videos, or posts about drinking or using drugs.
- Discriminatory comments.
- Bad-mouthing a previous company or fellow employee.
- Poor communication skills.
- Ranting, venting, negative comments, or gossip.

Top Types of Content That Will Turn an Employer Away

Questions to Consider Before Posting on a Personal Account

- Am I stalking someone?
- Am I spamming someone?
- Am I boasting a lot?
- Am I venting or ranting?
- Did I ask permission before tagging someone in a post or photo?
- Am I being respectful?
- Is this message appropriate for social media?
- Will it hurt my reputation?
- Am I being fair and accurate?
- Did I read a post completely before commenting or sharing?

Questions to Consider Before Posting on a Professional Account

- Does it meet the company's social media policies?
- Will it hurt my company's reputation or marketing?
- Will my boss or client be happy to see it?
- Am I being fair, accurate, and respectful?
- Is this information confidential?
- Does it speak to my target audience's needs and wants?
- Is it authentic and transparent?
- Is it real and unique?
- Does it meet the company's Code of Conduct and any government laws or regulations?
- Does it respect intellectual property?

Source

Quesenberry, Keith A. "Social Media Etiquette & Ethics." LinkedIn, 2016, <https://www.linkedin.com/pulse/social-media-etiquette-ethics-guide-personal-brand-use-quesenberry>