



ANGLES & INSIGHTS

# Social Media in the Workplace

How to effectively balance  
your personal & professional accounts



Suzanne McDonald, Angles & Insights CEO  
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# Suzanne McDonald

Adjunct Professor, Framingham State, URI  
Former Boston Globe journalist  
Angles & Insights = Designated Editor 2.0

## Awards

Internet / New Media Company of the Year —  
International Business Awards  
Innovator of the Year  
Microbusiness of the Year

## Newport Interactive Marketers



**abbott\_lucas**

My coworker mooned the camera in the party photo booth, not realizing all the photos would be put on Facebook the next day.  
[#OfficePartyFail](#)



# Social Brands & Resolutions

- ✧ Social Media: Personal & Business
  - ✧ Legalities
  - ✧ Differences & commonalities
- ✧ Social Media Channels
  - ✧ Intended Objective
  - ✧ YOUR Objective
- ✧ Getting it all done
  - ✧ Dos and Don'ts
  - ✧ Resources
  - ✧ Networking





# HERE ARE 7 OF THE BIGGEST CELEBRITY SOCIAL MEDIA MISTAKES OF 2016.

[← Shrink player](#)

## Biggest Celebrity Social Media Mistakes of 2016

Dec. 19, 2016 - 2:29 - Social Media proved to be a precarious stage for quite a few celebs in 2016, watch to see who stepped into hot water this year.



# Know the channels



What do others expect?

What is *your* objective?

- |             |             |
|-------------|-------------|
| ✧ Twitter   | ✧ Pinterest |
| ✧ Facebook  | ✧ Google+   |
| ✧ Instagram | ✧ Snapchat  |
| ✧ LinkedIn  | ✧ YouTube   |



# A higher standard of care for truth & accuracy



When employees participate in social media on behalf of their employer, they subject the company to the same risks as a newspaper or individual, but with **less protection.**”

Source: ComputerWorld, Atty Tom Bell, “Opinion: It may be social, but it's still media”





**Outside Magazine** @outsidemagazine 23h

There's no better way to get in shape than to prepare for a triathlon. (This guy'll tell you): [bit.ly/1w01zKU](http://bit.ly/1w01zKU)



**Rich Froning** ✓  
@richfroning

.@outsidemagazine I'm that guy and no I won't tell you that

1/7/15, 3:50 PM





# Resolution 1 Stay on the right side of the law & the brand



# Copyright-aware

“In the digital online environment, wholesale copying can be unfair, even if **no money** changes hands.”



Source: [cyberlawcentre.org/unlocking-ip/blog/uploaded\\_images/XmasBlob-749568.gif](http://cyberlawcentre.org/unlocking-ip/blog/uploaded_images/XmasBlob-749568.gif)

Source: [centerforsocialmedia.org/fair-use/related-materials/codes/code-best-practices-fair-use-online-video#common](http://centerforsocialmedia.org/fair-use/related-materials/codes/code-best-practices-fair-use-online-video#common)





To mitigate these risks, companies need to prepare their employees:

## **A social media policy.**

Such policies are about

- ✧ Labor law,
- ✧ Advertising, marketing, PR,
- ✧ Product liability & other activities that carry legal implications.”

Source: ComputerWorld, Atty Tom Bell, “Opinion: It may be social, but it's still media”



# Resolution 2

Whether  
posting  
for  
your or  
another  
brand



Source: <https://upload.wikimedia.org/wikipedia/commons/0/0b/AllYourDataAreBelongToUS.png>



## Don't Ask Why I Have a Giant Pile of Sand in My Yard



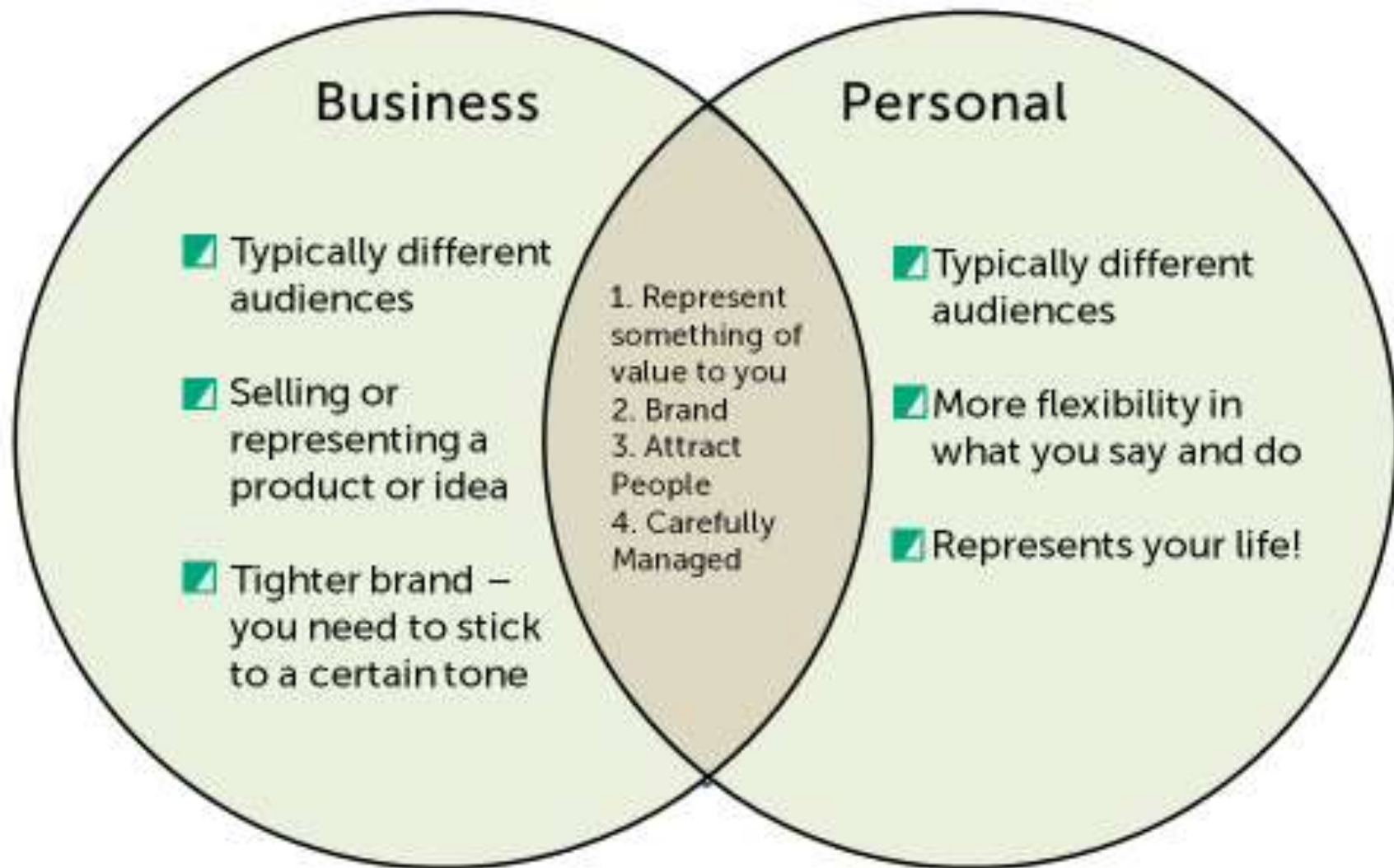
People stunt so hard for social media



What  
is  
he  
doing?



# Social Media: Business and Personal Accounts





Tweet



Zach Small @SmallZach

16h

I just DM'd Taco Bell about delivering. Let's make it happen 10K retweets is what it takes. #TbellDeliver



Taco Bell  
@TacoBell



@SmallZach This image is fake and the promotion does not exist.



# Resolution 3 Think before the post

Personal

Do



Don't





**Social media is changing the way we communicate and the way we are perceived, both positively and negatively. Every time you post a photo, or update your status, you are contributing to your own digital footprint and personal brand.**

**Amy Jo Martin**

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True



social media personality vs my  
actual personality



Via: bitchycode



**What I See...**



memebinge.com

**...What My Mom Sees**



## Resolution 4

Tidying:  
Never  
too early  
nor  
too late

Source:

[www.flickr.com/photos/memebinge/149](http://www.flickr.com/photos/memebinge/149)



# Business posts & updates

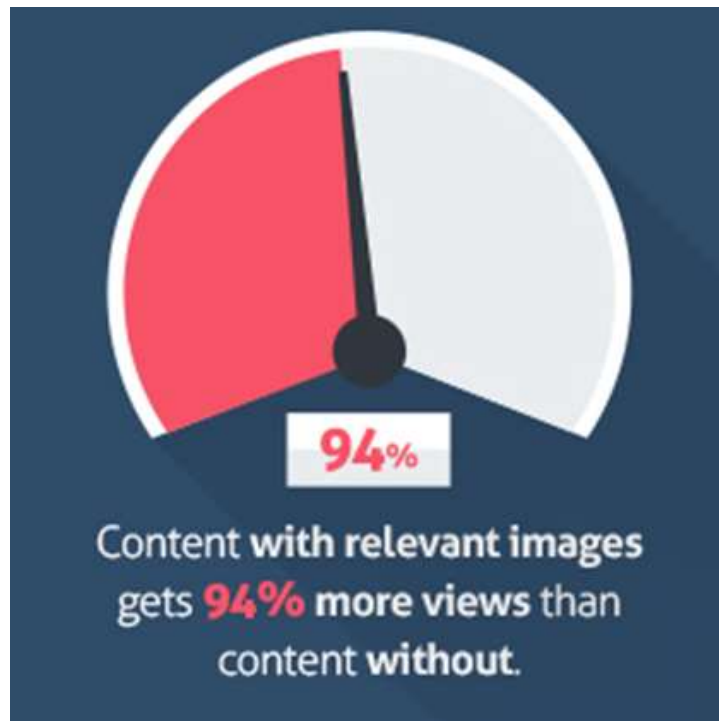
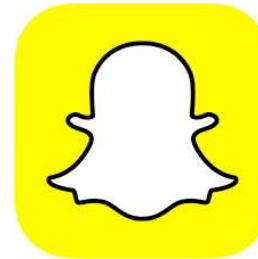
Do



Don't



# Resolution 5 Think visually



[Source:](https://blog.hubspot.com/marketing/visual-content-marketing-strategy)

[blog.hubspot.com/marketing/visual-content-marketing-strategy](https://blog.hubspot.com/marketing/visual-content-marketing-strategy)



Credit: Syndacast





## Dad Replicates His Daughter's Duckface Selfies With Style



Cassie Martin  
@CassandraOlay



Follow

Parents and social media don't tend to mix well.

MY FATHER HARASSES ME ON SOCIAL MEDIA

What  
is  
(s)he  
doing?



# Resolution 6 Save time

✧ Hootsuite

✧ Tweepi

✧ Tail Wind

✧ Google Trends





# MULTI TSKING IZ LIK SORDFITUN



# IT ALWAZ ENDZ IN TERZ

Source: [http://www.cyberlawcentre.org/unlocking-ip/blog/cat\\_sword.jpg](http://www.cyberlawcentre.org/unlocking-ip/blog/cat_sword.jpg)

# Resolution 7 Ensure & Insure



Insurance companies are well aware of this exposure & have developed innovative products to assist.

Professional, Communications, Data Privacy & Media Liability policies – as endorsements or Stand-alone products.”

Source: [Parker, Smith Feek psfinc.com/press/social-medias-dirty-little-liability-secret-for-employers](http://Parker, Smith Feek psfinc.com/press/social-medias-dirty-little-liability-secret-for-employers)



# Resolution 8 Resonate



Source: [cheezburger.com/8587577600](http://cheezburger.com/8587577600)



# Resolution 9 Network time

## Networking on Social Media



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- Retweet or tag other people & businesses
  - Share content
  - Join groups
- Participate in group discussions
  - Follow your competitors
- Reconnect with old friends and coworkers



## Anti-Social Media



By SirNottaguy-Imaded

See all captions

#Don'tRely  
on  
#social

#Real  
relationships  
happen live





# Resolution 10 Grow & learn then





## NewMediaStrategist

@sue\_DesigEditor

Award-winning New Media Educator & Marketing Consultant, ex-Journalist. ROI = engaging efficiently & effectively. See you at Newport Interactive Marketers!

Newport, RI

[AnglesAndInsights.com](http://AnglesAndInsights.com)

Joined October 2008

471 Photos and videos



TWEETS  
17.2K

FOLLOWING  
3,450

FOLLOWERS  
3,587

LIKES  
985

LISTS  
124

Tweets

Tweets & replies

Media

Pinned Tweet



**NewMediaStrategist** @sue\_DesigEditor · 9 Jan 2016

Don't miss this FREE talk, brought to y'all by Newport Interactive Marketers networking-learning group!...



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[eventbrite.com](http://eventbrite.com)

1 1 14





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# **Mind Your Social Brand**

## **Legalities, Personas, Tips & Tricks**

### **Happy to help**



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