**Working Space**

**Social Media and Our Company**

As an employee of Working Space, you may be called upon to maintain various forms of social media contact for the company. No doubt, you are well aware of methods of personal social media usage; however, you must understand that the use of social media by a business does not always adhere to the same customs and expectations as personal use. In fact, there exists an informally accepted code of etiquette that applies to the marketing of a business through social media. As a valued Working Space employee, you are expected to familiarize yourself with that code, as outlined in this document.

Becoming familiar with the best social media etiquette for business owners, especially small businesses, is almost as difficult as getting started with social media in the first place. In the past few years, social networks have expanded, evolved, and become much more numerous. It is simply not possible or advisable for a business to use every form of social media; however, focusing on a few and using them well can make the difference in elevated sales or a more stagnant position. By limiting the number of social media tools, it is not difficult to achieve technical proficiency in each. Learning to post company news, remain in contact with current and potential clients, and maintain an online presence is easy. What is not so simple is staying on top of the best practices that come from experience. Even more difficult is the need to fully understand the nuances that act as unwritten etiquette rules in the use of social media.

The informality and “fun” of a personal social media page might be too familiar for a business page. Even so, social media remains an informal method of contact, so you will find yourself balancing between the relaxed nature of social media and the mission-driven need of a small business to survive online. You are not in an enviable position, but the following list of recommended practices should help you develop an appropriate and effective social media effort for Working Space.

1. **You Are the Company (What You Share Represents All of Us)**

Common sense rules. Listen to your inner voice. Always remember that whatever you choose to share on the company social media profile is a representation of our company and our philosophy. We are proud of what we do and definitely want to share that enthusiasm with our followers. We know that social media provides a fun platform for sharing what we do with others. So have fun with it, but always keep in mind the image you are crafting and make sure it adequately reflects our company.

2. **Be Friendly**

If you see a question on Twitter that you know the answer to, by all means send a reply. Watch for tags to the company posted by others and note the content. Use Facebook to provide helpful information not only on your company but on the industry, as well. Encourage others to participate in online surveys. In short, be a friend to have friends!

3. **Complete the Social Media Profile**

Don’t just halfway complete the social media profile. Visitors to the site expect to see a photo and to get full information related to company contact and address. Make sure the name identifies the business, and provide a complete “about us” section. First impressions are extremely important. A social media profile must, in only a few words and pictures, tell the complete story of who we are.

4. **Give Credit Where it is Due**

Be courteous and make good connections. If you see a tweet that is especially useful, do not simply copy it. Identify the twitter handle of the person making the original post and mention him or her in a company tweet. Send thank you tweets to those whose work is helpful or enjoyable.

5. **Always be Professional**

Negativity, especially on a company page, is never appreciated. Use a positive tone and never air grievances on social media. The mantra should be “courteous, positive, and professional.”

6. **Post Frequently, But Not Too Frequently**

Be consistent with posts that maintain contact, encouraging connection and enthusiasm. However, avoid “over-posting,” as posting too often can actually create a poor, or needy, image for the company.

7. **Avoid Excess Automation**

Using apps like Hootsuite to automate posts can give the impression that you prefer not to take the time to personalize your online comments. Facebook can penalize you for using such apps instead of publishing direct to Facebook. When possible, take the time to write content specifically for the platform in use.

8. **Do Not Overuse Hashtags**

#Hashtagging #every #word #in #an #update #is #incredibly #annoying. Enough said.

9. **Double Check Spelling and Grammar**

Written words are permanent. They are also a reflection of the care with which a company will handle business and the time it takes to communicate well. Using incorrect or poor spelling and grammar is simply a turnoff for clients.

10. **Tag Others Sparingly**

Be wary of tagging others in photos. Although tagging others is a great way to expose your business to the friends of those you tagged, you should always check with anyone you plan to tag to make sure it’s OK.