

# Social Media Do's and Dont's

## When to speak up



### Customer service issues

Be prompt, polite, always apologize and take private communication offline.

### General opinions

Similar to Canada's Agriculture More Than Ever, develop a public statement about the approach to social media, censorship and commentary that clarifies appropriateness and endorsement.

### Misinformation or falsities

Release a public statement to correct misinformation without naming or calling out trolls or sources.

### False information reported by the media

Work with media sources to correct misinformation that has been reported

### Inappropriate, vile or attacking commentary

Monitor and report all inappropriate communication to department, IT and administration and/or higher authorities, as necessary.

**We recommend** that you always have a crisis communications plan in place for any communication that exceeds these guidelines and continue to monitor your online reputation through Google Alerts if you are not already conducting another source of media monitoring.



## When to stay silent



### Trolling and intentionally bothersome behavior

Do not engage those who are making uneducated points or are attempting to be bothersome. This may require permanently removing offenders from the site if behavior is out of hand.

### Uneducated, incorrect information and opinions that are unwavering

Do not try to change anyone's opinion who does not want to learn.

### Comments intended to provoke or retaliate

Contact IT or consider taking appropriate action if this is necessary. The Financial Brand says to keep the brand in mind and recommends to refrain from defensive, generic, inappropriate or retaliatory comments.

### Allow for comments to be made and uncensored if they are within communications guidelines, despite not agreeing with content

Keep a record and do not delete any commentary that is not inflammatory or inappropriate for public viewing.

### Copy and delete content that is inappropriate and violates communications guidelines

Quietly remove content that is inappropriate, vile, threatening or attacking, ONLY after it has been reported and copied. This may require banning/permanently removing offenders from the site.