

REPRESENTING YOU AND YOUR AGENCY ONLINE:

WHY IT IS IMPORTANT TO BE CAUTIOUS ABOUT USING SOCIAL MEDIA?

WHAT IS SOCIAL MEDIA?

ANY ONLINE COMMUNICATION USED BY INDIVIDUALS FOR THE PURPOSES OF SOCIAL INTERACTION & NETWORKING. THIS INCLUDES BUT IS NOT LIMITED TO: INSTAGRAM, SNAPCHAT, TWITTER, FACEBOOK, YOUTUBE, LINKEDIN, ETC



DO:

- Make your profile "private" and limit access to personal information.
- Remember you are always representing your agency.
- Always think before you type.
- Be aware of the dangers of posting photos.



DON'T:

- Write or publish anything you wouldn't want on a billboard.
- "Friend request" clients, former clients, or their families.
- Use the Internet as a forum to "vent" about your work, agency, or clients.

Protection:

- Protecting clients' personal information, even if you think no one will see it.
- Divulging too much information may lead to threats, violence, and/or loss of employment
- Protecting your program from misrepresentation, loss of credibility, respect, and even funding
- Protection from lawsuits

Professionalism:

- Agencies and staff are bound by law and professional ethics
 - treating clients with dignity and respect
 - Honoring clients' right to confidentiality
 - Maintaining appropriate boundaries with clients
- Representing yourself online should be done with the same level of professionalism displayed in any other public area