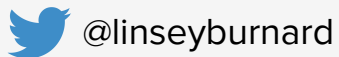


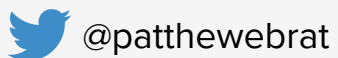


Social Media Etiquette

Linsey Burnard



Patrick Cunningham



hmv

FAIL



hmv @hmvtweets

1m

Just overheard our Marketing Director (he's staying, folks) ask "How do I shut down Twitter?" [#hmvXFactorFiring](#)

Expand



hmv @hmvtweets

14m

Sorry we've been quiet for so long. Under contract, we've been unable to say a word, or -more importantly - tell the truth

[#hmvXFactorFiring](#)

Expand



hmv @hmvtweets

15m

There are over 60 of us being fired at once! Mass execution, of loyal employees who love the brand. [#hmvXFactorFiring](#)

Expand



Joan Rivers

26 minutes ago via Instagram · 🌐

This badass is being replaced by an iPhone 6 (not the fat one). I got this one in 2010, and after 4 years, my only complaint is that apps are now designed for bigger screens, and the battery is getting tired. Never had a case for it, since it was most beautiful on its own. Great achievement in design. Great product. #apple #iPhone #tech





RE: PICTURE

To: Alexander Carter-Silk

September 7, 2015, 5:58 PM

Alex

I find your message offensive. I am on linked-in for business purposes not to be approached about my physical appearance or to be objectified by sexist men. The eroticisation of women's physical appearance is a way of exercising power over women. It silences women's professional attributes as their physical appearance becomes the subject.

Unacceptable and misogynistic behaviour. Think twice before sending another woman (half your age) such a sexist message.

Charlotte

On 9/7/15, 9:16 AM, Alexander Carter-Silk wrote:

Charlotte, delighted to connect, I appreciate that this is probably horrendously politically incorrect but that is a stunning picture !!!

You definitely win the prize for the best Linked in picture I have ever seen

Always interest to understand people's skills and how we might work together

Alex



Charlotte Proudman

@CRProudman

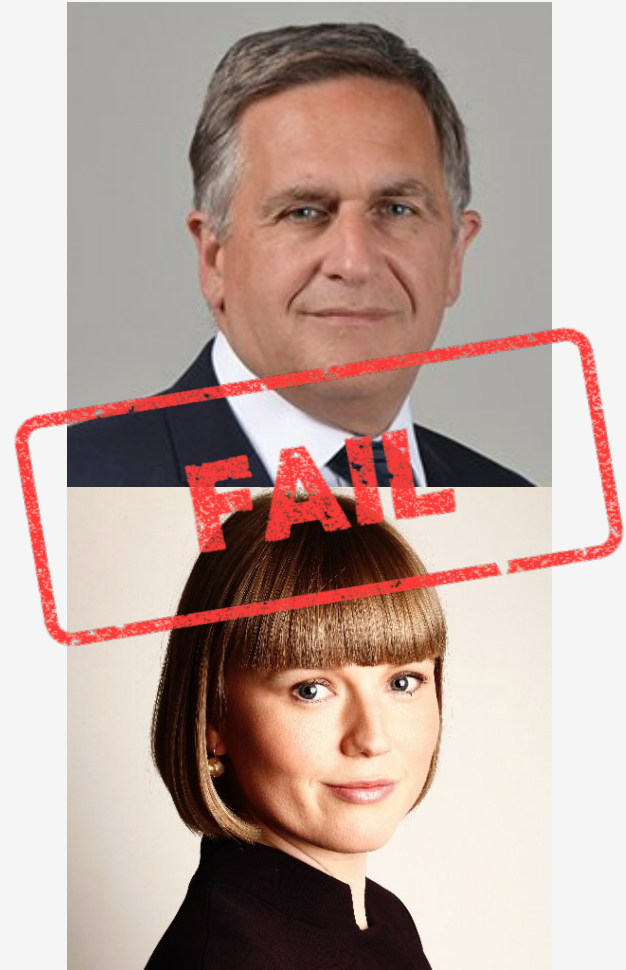
Follow

How many women @LinkedIn are contacted re physical appearance rather than prof skills? @Jessica_Asato

@ObjectUpdate

6:09 PM - 7 Sep 2015

842 744



Coca-Cola



Share a
Coke. with...





Experience the power of a bookbook™



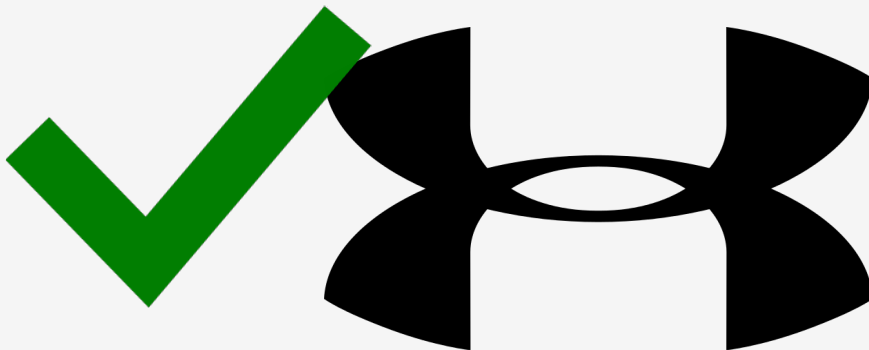
**I WILL NOT BE
UNCOMFORTABLE.**

Introducing the Armour Low Sports Bra



I WILL WHAT I WANT™

MISTY COPELAND
Ballerina



UNDER ARMOUR

A graphic for the ALS Ice Bucket Challenge. It features a blue bucket filled with ice cubes, set against a background of blue ice crystals. The text 'ALS' is in large red letters with a white outline and a hand icon integrated into the 'A'. Below it, 'ICE BUCKET' is in white and 'CHALLENGE' is in blue, both in a bold, blocky font with white outlines.

ALS ICE BUCKET CHALLENGE



OR



How do I add some



to my social activity?

Take Control & Plan Your Attack



It's basic marketing!

- ✓ Understand your audience
- ✓ Understand your channels
- ✓ Set your goals
- ✓ Plan your attack
- ✓ Track your performance

Put Safety First



- ✓ Produce a social media policy
- ✓ Consider drafting terms of use
- ✓ Train your staff
- ✓ Secure your accounts
- ✓ Do your research
- ✓ Set up an approval loop
- ✓ Spelling and grammar check



Engage Your Audience

- ✓ Is this content conversational?
- ✓ Does anyone really care about this?
- ✓ Will you be around to respond?
- ✓ Will this content generate a positive emotional response?
- ✓ Are you posting at the right time?



Love Your Trolls



- ✓ People will grumble and complain
- ✓ Try to understand their point of view
- ✓ Be polite, honest and courteous
- ✓ A lot of the time it can turn positive
- ✓ Don't delete their posts! *



* Apart from when they are getting sweary

But if it all goes wrong?



- ✓ Transparency promotes trust
- ✓ Acknowledge the faux pas
- ✓ Delete offending material (but not the comments!)
- ✓ Face the music & apologise
- ✓ Explain preventative measures



Final Thoughts

- ✓ Organise and plan your attack
- ✓ Understand the risks and mitigate them
- ✓ Make sure your content is organised, positive & engaging
- ✓ Manage all online brand related conversations in a positive way, whether they are friends or trolls
- ✓ When it does go wrong, don't panic! Be honest & apologise
- ✓ Remember that your digital footprint is permanent!





Any questions? Get in touch with us



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