



Nothing

One of the most common rules of a social media policy is that employees and users are not to post any kind of content that can be offensive to other parties. Posting offensive material can cast a bad light on the company and give the public the wrong impression.

#### Common materials that may be offensive:

- Discriminating material
- Nude or sensual photos
- Posts with crude or graphic language
- Religious or political information



One of the best tools to prevent negative consequences to the company is to stop and think about something before you post it. Before posting a photo or new article, think about how it will affect you and your employer. Will it appear negative or offensive? Is it something you should be sharing online? If there is any doubt in your mind, don't post it.

When replying to a post, or making a follow-up remark, think twice before making angry comments or criticizing

### Password Protection

One of the most common rules for using the internet is to keep your password protected. When creating a new password, guidelines usually suggest making the password between 8-15 characters, including a number and upper/lower case letters. This helps protect against password hacking, as it provides a better layer of security and a challenge to crack. Once you have created your password, do not write it down or give it to someone directly; keep your password secure and offer to type it in yourself if prompted.

Most importantly with social media sites, remember to uncheck the box that usually reads 'Remember me' or 'Keep me logged in' that is visible when you sign in. This box stores your login name and password, making it easier for online hackers to steal passwords and invade your profile. This feature also keeps you logged in even after you have left, which can allow someone else to post as you or alter your profile information.

#### Password Tips:

- Passwords should be complex and hard to guess – about 8-15 characters long with numbers
- Change passwords every so often to ensure they are safe
- Never give your password to any site to someone directly

## Pause Before You Post

Things to ask yourself before posting:

- How will this make me look?
- How will this reflect on the company?
- Will this breach company policy?
- Will I be sharing any unnecessary information?

