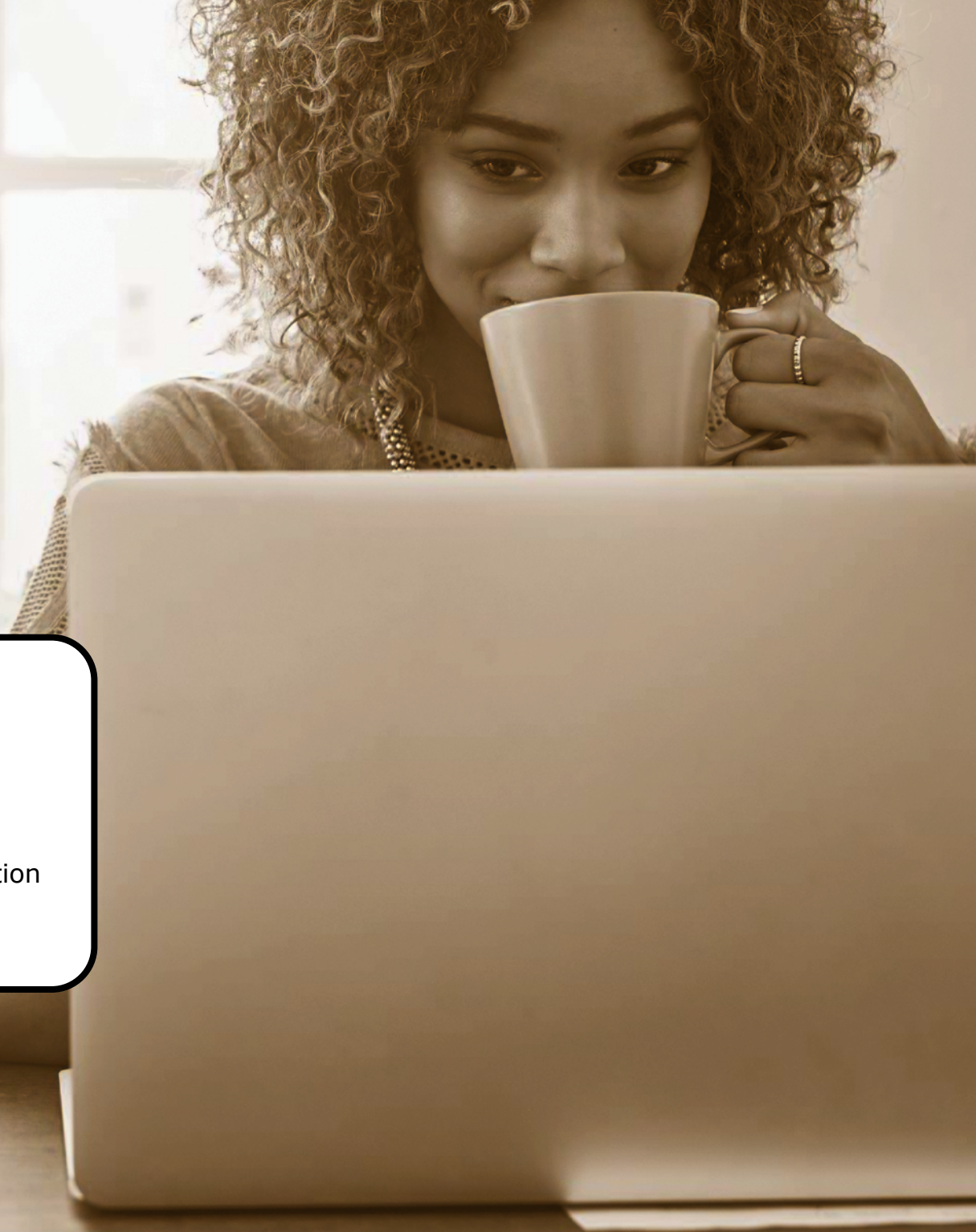


Three Steps to Professional Social Media Engagement



OFFICE—
ADMINISTRATIVE
SECTION

An essential guide for American Staffing Association members to enhance their business with effective social media strategies.



Three Steps to Professional Social Media Engagement

In the modern digital landscape, social media plays a pivotal role in both your personal and professional lives. As ambassadors of your company, it's imperative to uphold exemplary standards of social responsibility and ethical behavior in your online engagements. The ASA office-administrative section resources working group's three-step guide offers indispensable advice to navigate social media, ensuring alignment with your company values and safeguarding the integrity of both your company's brand and your personal reputation—particularly when utilizing platforms like LinkedIn, Facebook, TikTok, or Instagram.





1 Understand Posting Etiquette

Be mindful of content and company policies

Ensure all posted content aligns with company values, policies, and state laws, including requirements such as disclosing pay rates in social media graphics. Adhere strictly to your company's social media policies and guidelines to avoid disciplinary action, up to and including termination of employment.

Fact-check and respect diverse opinions before sharing

Prioritize accuracy and respect in your online interactions. Fact-check before sharing information to avoid spreading misinformation or engaging in online rumors. Be open-minded and respectful of diverse opinions, refraining from personal attacks or hostile language even when disagreement arises.

Respect copyrights and intellectual property

Only share content that you have permission to use or that falls under fair-use policies. Give proper credit to the original creators whenever necessary.

Maintain professionalism and reputation

Remember that even on personal accounts, you are a representative of your company, so avoid posting anything offensive, discriminatory, or unprofessional. Do not comment, share, or post content on topics such as politics, religion, or race as they can be sensitive and may not reflect the views of your company. Ensure that your comments and reactions reflect your company's values, contributing to a positive online reputation.

Share industry resources widely, but wisely

Prioritize quality industry-related content with substantial engagement indicators such as likes and comments. Select and share content that aligns with your company's interest and current industry trends. Be sure to follow and engage with subject matter experts and reputable sources for reliable content.



2 Establish Clear Guidelines

Separate personal and professional accounts

Depending on your state laws and/or your company's policy, consider creating separate accounts for personal and professional use to maintain clear boundaries. Keep personal accounts private to limit access to colleagues and clients.

Respect confidentiality and use discretion when discussing work

Exercise caution to maintain confidentiality in all online discussions, whether personal or professional. Avoid disclosing confidential company matters or internal issues on personal social media accounts. Refrain from sharing proprietary information, trade secrets, or confidential conversations involving your company or its clients, and always prioritize the protection of sensitive information.

Consider the permanence of content

Remember that once something is posted online, it can be difficult to remove entirely. Think carefully before sharing anything that you wouldn't want to be permanently associated with your name or your company's brand.



3 Perfect the Art of Commenting and Reacting

Beware of social media trolls

Recognize signs of trolling behavior such as inflammatory remarks or personal attacks. Avoid engaging with trolls, as responding can fuel negativity. Exercise discretion by considering not responding or utilizing platform features like block or mute. Remember, it’s okay not to respond to negative comments—but if you do, respectfully agree to disagree.

Be mindful in your responses; acknowledge biases before reacting

Practice thoughtful engagement online by considering the potential impact of your reactions before responding. Acknowledge and be mindful of your biases, striving for objectivity and empathy in your interactions.

Represent your company positively

Ensure that your online interactions uphold your company’s values and contribute to a positive online reputation, as your comments and reactions reflect on your company’s image.

Immediately remove or correct inappropriate content

If you find that you’ve made a mistake or posted something inappropriate, act promptly to either

delete the content or amend it. If needed, inform your supervisor or the relevant department.

Double check—and spell check—your content

Pay attention to grammar and avoid overusing or misusing emojis and hashtags to maintain appropriateness and professionalism.

Commit to growth and improvement

Embrace a culture of continuous improvement in social media conduct. If your actions have caused harm or offense, offer a sincere apology and take responsibility, committing to do better in the future. View missteps as opportunities for growth, proactively improving your understanding of social media best practices and ethical guidelines.

Remember, social media can be a powerful tool for communication and connection, but it also comes with responsibilities. By following these guidelines and exercising good judgment, you can help uphold your company’s reputation and contribute to a positive online environment.

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