

# MIDWEST Lay Organization Workshop



Saturday,  
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10:00 AM

Presenter:  
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<https://us02web.zoom.us/j/87949988831?pwd=bzBpQlZnb3V6bzVCU2hVd2VPT21pQT09>  
Zoom Meeting ID: 879 4998 8831 Passcode: 842854 Phone: 1 312 626 6799 (Chicago)

# Social Media Etiquette

- ▶ Essential hints, tips, and guidelines for maintaining a safe and positive presence on popular social media sites.





# INTRO



- ▶ You may never be in a position to lose your job or a five-figure settlement because of a tweet, but proper online etiquette is critical for many reasons. Even your personal accounts can be visible to people you don't know, and your posts and shares, once public, are on the record for a long time. Your social media presence should inspire pride, not regret, and what you share should stand out from the daily jibber jabber.

# PRIVACY

Use privacy settings to limit who can view your posts and shares. Log out of all your social networks when finished using them, and when you are using a computer or mobile device that isn't yours.

Never share intimate personal details including birthdates, phone numbers, addresses, schools or hometowns online, to minimize risks of crime, vandalism or identity theft. Never let others know when you'll be away from your home, especially for any given length of time, e.g. while on vacation. **Remember, if it's on the internet, it's everywhere!**

*“Blessed are the eyes which see  
the things you see.”*

*Luke 10:23*

- ▶ Never post photos of others without their express permission.
- ▶ As a rule of thumb, uncomfortable or revealing personal information, i.e. details of your struggles with psychological issues or relatives' fading health, should be shared sparingly, or not at all.
- ▶ Avoid posting on social networks unless you have a tight grasp over your privacy settings, and are completely comfortable with the group of online friends that your updates will be shared with.



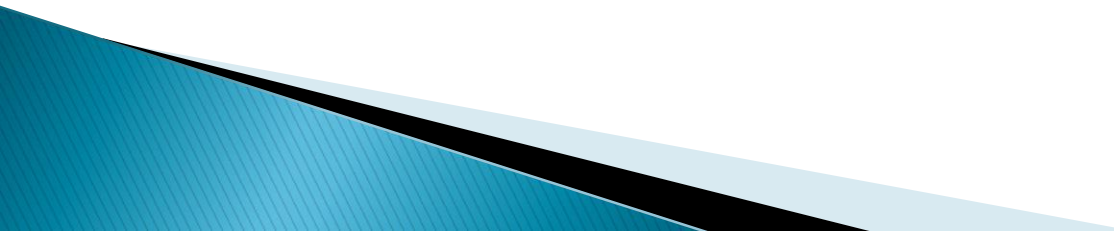
# THINK TWICE!



- ▶ Relationship or personal drama is best kept private.
- ▶ Posting unflattering, revealing or negative photos of yourself should be avoided at all costs. Images you share may be taken at face value, and/or viewed as representative of your character –



# Voice and Attitude

- ▶ Politeness and respect are vital: Always be considerate of others, and treat them the way that you'd wish to be treated.
  - ▶ Professionalism is imperative – if you wouldn't say it in a social or work setting, don't say it online, in the most public of forums.
  - ▶ Reserve confidential discussions for private message threads or, better yet, phone calls, emails or other venues where interactions aren't recorded in perpetuity online.
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# Voice and Attitude

- ▶ Consider how posts will be read and interpreted before sending.
- ▶ Bragging and self-aggrandizing statements should be avoided, and making them may cause you to lose friends and followers. Even if you understand you're not the center of the universe, your social media presence could be singing a different tune. Before you post, tweet, or share anything, think about how others might interpret it – will it be perceived as insightful and informative, or crass and boring?

*Don't brag about yourself let others praise you.*

*Proverbs 27:2*





# Voice and Attitude

- ▶ Poor spelling, punctuation, grammar and choice of words can reflect poorly upon you. Proofread!
- ▶ Since social networks are shared venues enjoyed in mixed company, always avoid using vulgar language and making derogatory remarks.
- ▶ Avoid bad-mouthing other users as it will negatively impact your image and casual bystanders may judge you based on these actions.



*He who guards his mouth and tongue  
keeps his soul from troubles. Proverbs 21:23*

# Don't Be Reactive

- ▶ There are many ways to start a social media spat, from personally responding to a politically tinged Facebook post, to publicly calling someone out for wrongdoing. No matter how the fight starts, the results aren't constructive.
- ▶ Your employer could take action against you, even if the dispute has nothing to do with your job.

*Pride leads to disgrace, but with  
humility comes wisdom.*

*Proverbs 11:2 NLT*

# Be A Responsible User

- ❖ Do not share information that online friends have shared with you in confidence, i.e. quoting someone's private tweet to you.
- ❖ Don't drink and tweet! If you are impaired in any way – lack of sleep, jet lag or one too many drinks, you will be more likely to break the rules of social etiquette
- ❖ Before posting on others' profiles or walls, or tagging them in your own posts, consider how your actions and/or statements may be perceived, and if they may potentially cast friends in a negative light and/or embarrass them. Ask permission before tagging friends to a photo or post the photo with the caption "Tag yourself".

*A fool finds no pleasure in understanding,  
but delights in airing his own opinions.*

*Proverbs 18:2*



# Be a Responsible User

- ▶ Privacy and personal comfort are paramount: At no point should you feel compelled to respond to messages or queries from people you don't know.
- ▶ When asking someone you don't know to be your friend, send a short message explaining who you are and why you're attempting to contact them.
- ▶ **Don't Misrepresent Yourself:** Dishonesty can have serious personal and professional consequences. It might feel easy to misrepresent yourself when you're hiding behind a screen, but even a seemingly innocent embellishment on your LinkedIn profile, such as inventing a more impressive title at a previous job, could get you canned.



# Think Past The Next Status

It's standard for employers and educational institutions to vet candidates' social media activity before granting an interview or accepting an application, so be sure that your accounts don't jeopardize your chances. Ramp up the privacy settings on your personal accounts so your posts aren't visible to non-contacts. Remove and un-tag morally or legally questionable photos.

Find and delete any disparaging comments you've made about previous employers or colleagues. Make sure your LinkedIn profile has an updated resume, and begin engaging with relevant professional groups.

# Ambassadors for Christ

Social media has tremendous power, so it's important to follow proper etiquette when you engage with other users. From avoiding extensive self-promotion, to maintaining a respectful sense of humor, most best practices are simply a high-tech version of old-school etiquette. But the social media world moves far faster than the offline world, so it's critical to think about the effects your words, pictures, and videos have before sharing them with hundreds or thousands of your peers.

*“Therefore we are Ambassadors for Christ, God making His appeal for us. We implore you on behalf of Christ, be reconciled to God.” II Corinthians 5:20*





MIDWEST CONFERENCE LAY ORGANIZATION OF THE AME CHURCH

# TEAM MIDWEST LAY

WORKING IN UNITY: THAT'S HOW WE ROLL