

Golden Rules of Social Media

1. **Be courteous, honest and respectful.** If you're not careful, social media gaffes can have a negative impact.
2. **Do not misuse your position on social media for your own gain,** and do not endorse any product, service or company. While there are exceptions, you should be careful about giving the appearance of making a government endorsement.
3. **Address the roles and responsibilities for managing social media accounts** as well as clearance procedures for approving tweets.
4. **Make accessibility a priority,** and provide alternate access to information posted on social media sites. Account for those who speak limited English.
5. **An over reliance on hashtags, acronyms and abbreviations can create accessibility issues.** Using a hashtag in the middle of a posting or the end, rather than at the beginning, makes it easier for people with disabilities to understand the post.
6. **It's not about the numbers;** it's about conversations, relationships and engagement, not masses.
7. **Have a conversation;** don't just share content, engage with other social media users by joining in and starting conversations.
8. **Keep it visual;** web users love videos and photographs. If there is an activity going on, share photos and videos.
9. **Think about your message;** before you post something, think about how your content will appear on Facebook and other social networks. Enhance what you're posting with a snappy title or headline, add an appropriate number, and offer a link for more information.