

Staying Professional on Social Media

Because of the public nature of the Internet, keeping it professional on social media is essential. A quick scan of your digital practices will eliminate a few of the common digital practices that could hurt your reputation.

- Avoid using embarrassing email addresses and online names that are linked to your personal and professional social media accounts. Remember that that your clients can read these online names just as easily as the content you are posting or sending.
- Resist the urge to comment about colleagues. It seems like a no-brainer to avoid commenting about colleagues on social media however when we are in the heat of the moment we can get caught up venting about the annoying co-worker.
- Keep a professional tone and language on social media. Even if we are posting personally, we must be mindful that any post can make it into the hands of our potential and current clients. Our digital language should mirror the language clients see and hear in our offices.
- Avoid casual or off the record messages and posts. This implies an invitation into a personal, rather than professional digital relationship.
- Pause before you post. This will help you avoid impulsive posts. Remember you are writing in ink, not pencil on the Internet.
- Separate you personal and professional social media accounts. If you are communicating with clients on social media, use your professional accounts.

Remember that in many ways clients think that the digital you is the “real” you. Be mindful that your digital reputation is created by your digital practices.

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