



SOCIAL MEDIA POLICY FOR CREATIVE CONCEPTS

Today every company should have a social media policy....a strategy that can guide you so that you represent yourself, Creative Concepts and our clients appropriately online. Please read this through and let me know if you have any questions, concerns or additions to our policy. And after you are done reading this, have fun with your “friends,” “followers,” and/or “readers!”

Thank you, Valorie Luther

Introduction

When you use social media, your actions, writing and content are not only a reflection of you but also of Creative Concepts and our clients so we want to provide you with guidelines for your social media efforts. As mentioned above, every company should have a clear policy in place but just note that our clients and peers will be watching us a bit closer than most companies because social media is one of our specialties and if we don't get it right, our present and future clients won't be able to trust us. In other words, this is **very important!**

First, let's understand what is considered “Social Media.” It's Blogs, Micro Blogs (Twitter) Forums, Wikis and Social Networks (Facebook, MySpace....) and commenting therein.

Using Social Media on Your Personal Sites:

1. Identify yourself—name and, when relevant, your role at Creative Concepts (referred to as CC going forward)—when you discuss CC or CC-related matters. And write in the first person. You must make it clear that you are speaking for yourself and not on behalf of CC which can be done either within your content (blog post, facebook update...) or write an overall comment in your about section, info section or profile on the social network you are using that you are speaking for yourself (example: "The postings on this site are my own and don't necessarily represent CC's positions, strategies or opinions.")
2. Be authentic and use your own voice...this is equally important if not more important than anything in social media.
3. Don't provide CC's or another's confidential or other proprietary information. Ask permission to publish or report on conversations that are meant to be private or internal to CC.
4. Respect your audience. Don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in CC conversations. You should also show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory—such as politics and religion.
5. Find out who else is blogging or publishing on the topic, and cite them.
6. Be aware of your association with CC in online social networks. If you identify yourself as a member of the CC team, ensure your profile and related content is consistent with how you wish to present yourself with colleagues and clients.
7. If giving a full description of our company in your online bio, please use the approved descriptions below.

8. Be the first to correct your own mistakes and do so promptly. And don't alter previous posts without indicating that you have done so, transparency always is key!

9. Try to add value. Provide worthwhile information and perspective. CC's brand is best represented by you and what you publish may reflect on CC's brand.

10. If you don't want to connect to clients, coworkers or vendors on any of your networks, don't feel pressured to do so. If you are uncomfortable adding a contact, don't add him or her which includes former contacts at an old job, competitors or someone you have met at a business function.

11. Make sure you always check your spelling and grammar.

12. Remember that once something is posted online, it never disappears even though you may have deleted it.

Summary of Social Media Personal Usage:

6 Social Media Do's – Be Polite, Be Courteous, Be Helpful, Be Conversational, Be Intelligent, Be Transparent

7 Social Media Don'ts – Share Secrets, Curse, Bad Mouth, Complain about CC or our Clients, Act Stupid, Defame

Social Media as it Pertains to Our Clients and CC Directly:

After our clients have given approval to share their news or we are sharing information about CC, here are guidelines to follow with your online community:

1. If a CC client has any kind of news or someone else makes a comment about one of our clients, CC must respond first through the client channel (blog, twitter, facebook....).
 - a. Note: if you find a comment or mention about one of our clients and it's directed at you, please forward to Valorie for approval on how best to respond
2. Next step is we share this news or respond (if appropriate) through the CC channels (blog, twitter, business smart tools group/blog, facebook....).
3. Once steps 1-2 have been completed, then please take the basic messaging already created for our clients or CC that has been presented online and spread the news on your channels using the above guidelines.
4. If we have not moved through steps 1 and 2, then approval will be necessary before mentioning CC clients on your personal channels.

CC Company Information for Social Network Bios:

If you include CC as part of your online bio on your social networks, below is wording to describe what we do:

Linkedin:

Summary:

Creative Concepts is a Social Media, Public Relations, and Marketing consultancy.

In addition to the traditional methods of Public Relations and Marketing, we also use the internet, more specifically, social media to help you reach present and future clients. From blogs, to social networks like facebook and twitter to producing and distributing online videos, we can help you find the community that knows nothing and/or everything about you and wants to be connected!

Specialties:

Social Media, Public Relations and Marketing, Branding, Design, Events, and Tech contacts that help you communicate more effectively with your customer, your board, your audience!

Facebook:

Creative Concepts is a Social Media, Public Relations, and Marketing consultancy.

Twitter:

I work for Creative Concepts, www.Creative-Conceptsllc.com

Thank you again for taking the time to read our social media policy. We fully support your online channels and want you to find your voice and build your community. With these guidelines in place, you can do just that because your success online means we all succeed in the social media arena! –The Creative Concepts Team

Note: A big thank you goes to IBM for sharing their social media policy and to HighTechDad