

Social Media and Me



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What should I know about social media?

- The benefits of using social media for the promotion of population and public health are seen every day and increased networking and knowledge sharing on social media sites are already helping professionals to connect, share and learn.
- If you think social media can help you develop in your role, use it. However, it is worth being aware of how your social media posts can impact on you role and your professional reputation.

Know your organisations social media policy

- Read your local social media policy. Many organisations have a staff policy covering social media use at work. It may be a standalone document or found in the IT or HR policies. It is important you read the policy to make sure you know where your employer stands on social media use, both personally and professionally, at work.
- Read your profession's social media guidance. Many of the professional colleges and societies have released guidance on using social media for work. Staying up to date with this guidance will help you get the most out of social media.






Understanding the Pros and Cons social media use

Pros	Cons
Easy to connect with like-minded people.	Hard to keep your professional and personal lives separate.
A quick way of getting information and answers to questions.	Open to all – anyone can look at your Twitter profile or Google your name
Easy to talk with senior people you'd never speak to in real life.	Easy for organisations and the media to search through your social media posts.
A great way of increasing the size of your professional network.	It can be hard to permanently delete social media posts. Screen shots are very easy to take.
A way of finding out what best practice is in your area of work.	Posts on social media sites often lack context. It can be difficult to get humour across on social media

Get involved and stay safe with these top tips

1. Take it slowly, observe how others use social media first.
2. Don't feel you have to be online all the time, commit as much time to it as you are comfortable.
3. Ask questions. Colleagues on social media love helping people out.
4. If you wouldn't say it out loud in the canteen, don't post it online.
5. Don't lose your personality online. Just remember you represent the employer and profession.
6. Get in touch with your communications team if you'd like to know more about how you can use social media for work.

Using social media – key actions summary

-  Read and follow your employer's policy covering social media use at work.
-  Read your profession's guidance on using social media if you are a registered professional.
-  Check the privacy settings on your personal social media profiles.
-  Look back over your updates and see if any don't match your profession's values and standards.
-  Speak to your communications team for help setting up social media profiles for work