Top 12 Rules of Social Media Etiquette

Social networking through sites like Facebook and Twitter is changing the way customers and businesses interact. And the way you conduct yourself through your social media accounts is a direct reflection on your business. Here are 12 rules of social media etiquette that you should never break.

1. **Fill out your online profiles completely with information about you and your business.** Use your real name and your own photo. Your cat may be adorable, but unless you are a veterinarian specializing in the care and treatment of felines, don't get cute.

2. **Use a different profile or account for your personal connections.** Business and pleasure do not mix in this medium.

3. **Create a section on your main profile detailing who you are seeking to befriend and ask that visitors abide by that information.** Everyone need not apply.

4. **Offer information of value.** Don't talk just about yourself and your company.

5. **Don't approach strangers and ask them to be friends with you just so you can then try to sell them on your products or services.** You will quickly lose credibility and your so-called 'friends.'

6. **Pick a screen name that represents you and your company well.** Don't call yourself 'Loser1' unless you want to be known by that name.

7. **Don't send out requests for birthdays, invitations to play games or other timewasters for those using the site.**

8. **Don't put anything on the Internet that you don't want your future boss, current client or potential clients to read.**

9. **Check out the people who want to follow you or be your friend.** Your mother was right when she said that people will judge you by the company you keep.

10. **If someone does not want to be your friend, accept their decision gracefully.** They have the right to make that choice and you have to accept it.

11. **Never post when you're overly tired, jet lagged, intoxicated, angry or upset.**

12. **Compose your posts, updates or tweets in a word processing document so you can check grammar and spelling before you send them.**

The world of online networking is new to most of us, but there is little difference in connecting with people online and offline. The same basic tenets hold true. **Trust** and **authenticity** remain high on the list.

Source
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