

NETIQUETTE

Netiquette: the social code of the Internet.

CONTENT

Social media is a public relations tool for you and your local. Your personal Facebook and Twitter accounts are a reflection on your Local's image. Remember – the content that you post on your own Facebook or Twitter profile should be professional. You may want to consider maintaining a “business” Facebook page restricted to professional content and contacts, and keep another account for family and friends only.

INAPPROPRIATE CONTENT

Details about your personal life.

- If you're a party animal off the clock, it does not benefit you to document your party habits to members and employers on social media.
- Rude commentary about people you dislike.

Personal photos.

- If you wanted to run for an executive board position, would seeing your Facebook photos help you or hurt you?

Union-specific or sensitive news to members.

- Facebook or Twitter is not the appropriate venue for certain things like asking union members to pay dues. Because social media is a public-facing tool, email, mail, or a face-to-face conversation is more appropriate for discussing union business with members.

Privacy levels can be set to block certain content on your Facebook page from being seen, though this is riskier if you forget to maintain consistent privacy levels on content. You can also have a private Twitter account, where you must approve all followers before they can see your tweets.

Remember that Facebook and Twitter is part of the public image of you and your Local. Before you post something online, for your Local's Page or your personal account, make sure that it's appropriate.

GUIDELINES FOR NETIQUETTE

Notice that they're similar to "real life" etiquette:

1. **Just because you're not face-to-face doesn't give you a free pass** to write rude, inflammatory comments, make fun of people, the IATSE, IATSE leadership, spread false information, share obscene pictures, and so on. If you think it's a bad idea to do off-line, *it's just as bad to do it online.*
2. **Don't argue or engage in arguments.** Body language and tone of voice are lost when communicating on the Internet.
3. **Don't be insensitive.** No tasteless jokes (see the second example below). This also means: don't make fun of shows/movies etc. you may be working on OR not working on – imagine how you'd feel if you found out that members from another local were mocking the play you're doing lighting for or the TV show you poured hours into making.
4. **Don't post confidential information.** If you're unsure about information, you can check with your union officer, the studio, even your legal department if available – or just don't post it.
5. **Don't use social media when you're under the influence.** You might say some things you regret!
6. **Assume best intentions.** We can't say this enough: treat others online as you'd like to be treated. There is no reason to jump to conclusions and be argumentative.
7. **Don't add management people as Facebook friends on your personal profile.** They view you as a professional, and you don't want to give them reason not to if they see you're posting things they view as unprofessional.
8. **Deleting comments or tweets doesn't mean no one saw them.** There's always a chance that someone took a "screenshot" (a picture of the display on a computer or phone screen) of your tweet or Facebook comment – so if it was bad, there may still be proof you said it. See the examples below!
9. **Use correct grammar, and DO NOT TYPE IN ALL CAPS.** Using all caps is considered yelling online.

EXAMPLES



Amy's Baking Company Bakery Boutique & Bistro ·
2,856 like this
5 hours ago · 🌐

GO TO SLEEP YOU LITTLE KIDS! DREAM ABOUT BEING SUCCESSFULL BECAUSE WE HAVE A MULTI MILLION BUISNESS WITH SUPPORTERS! YOU CANT BRING US DOWN

Like · Comment · Share 2

47 people like this.

Amy's Baking Co. got wind of some bad restaurant reviews posted about them online. Rather than using the reviews as constructive criticism (no matter how rudely the reviews may have been written), Amy's chose to attack their followers – most of whom didn't even post reviews in the first place!



Amy's Baking Company Bakery Boutique & Bistro ·
2,857 like this
6 hours ago · 🌐

WE DO NOT NEED THIS. YOU STUPID PEOPLE. AMERICA IS ABOUT RESSLING, IT IS NOT A BIG DEAL. THE CAKES WE OFFER ARE EXPENSIVE BECAUSE WE HAVE TO REPACKAGE AND SHIP. DO NOT BLAME US BECAUSE YOU CAN NOT AFFORD QUALITY. THE YELPERS, AND NOW THE REDDITS, NEED TO BACK OFF. YOURE NOT RIGHT JUST BECAUSE OF SOME TV SHOW.

Like · Comment · Share 23

45 people like this.

They fell victim to points 1 and 2 above. By doing so, they not only alienated potential customers, but they made themselves look unprofessional.

A better reaction would probably have been to just not react at all.

Designer Kenneth Cole tweeted some insensitive remarks while massive (often violent) protests erupted in Egypt.

He violated points 1 and 3 above. Cole probably wouldn't have made these remarks to an Egyptian and he insensitively made light of a very serious situation.

Moreover, Cole didn't apologize. He said that he "didn't intend to make light of a serious situation" rather than outright apologize.

Like the Amy's Baking Co. example, Cole shouldn't have said anything, and instead thought of a more creative way to advertise their "spring collection."



Millions are in uproar in #Cairo. Rumor is they heard our new spring collection is now available online at <http://bit.ly/KCairo> -KC



Kenneth Cole ✓
@KennethCole



"Boots on the ground" or not, let's not forget about sandals, pumps and loafers. #Footwear

1:34 PM - 5 Sep 2013



Kenneth Cole
@KennethCole



Re Egypt tweet: we weren't intending to make light of a serious situation. We understand the sensitivity of this historic moment -KC

Kristina Vash @kristina_vash 50m
 Oh- & @JetBlue what's up with the BBQ terra blues?? No bueno plz bring back my originals!! I always look forward to my coke & terra blues...
 from Parkland, FL

JetBlue Airways @JetBlue 43m
 @kristina_vash We're sorry to hear you don't like them! They're a temporary addition for the summer. The originals will be back in September!
 Expand Reply Retweet Favorite Buffer More

Kristina Vash @kristina_vash 29m
 @JetBlue no worries! Always good to try new things- except airlines
 #neverleavingjetblue #IOnlyFlyBlue
 Expand

JetBlue Airways @JetBlue 27m
 @kristina_vash Agreed! ;) Thanks for being #TrueBlue through and through!
 Hide conversation Reply Retweet Favorite Buffer More

2 RETWEETS 2 FAVORITES

10:02 PM - 17 Jul 13 · Details

Despite these mistakes, many companies/organizations handle social media very well – and it's easy. **Social media is a combination of marketing and customer service – treat others how you'd like to be treated!**

JetBlue Airways does a great job responding to customers on Twitter. The example to the left is a perfect illustration of stellar customer service.

For example, if a local member tweets or Facebook posts something negative about the union, it's a great opportunity to engage them in a positive way. Find out why they're unhappy, and how you can fix it.

ADDITIONAL RESOURCES

ClickZ: The 10 most cringeworthy social media fails of 2015

<https://www.clickz.com/the-10-cringe-worthiest-social-media-fails-of-2015/89524/>

Digital Trends: The Most Embarrassing Corporate Social Media Fails in 2015

<http://www.digitaltrends.com/social-media/the-most-scandalous-corporate-social-media-fails/>