

## Make sure you adhere to these ethical Social Media (SMO) Guidelines

Each social media platform has its own rules and regulations but the social media (SMO) guidelines listed below are a standard list that applies to all social media interactions.

1. **Be transparent.** Your honesty—or dishonesty—will be quickly noticed in the social media environment. If you are conversing about your projects and services, use your real name, identify who you are and be clear about your role. If you have a vested interest in something you are discussing, then be the first to point it out.
2. **Be judicious.** Make sure your efforts to be transparent don't violate any privacy and communication guidelines. Ask permission to publish or report on conversations that are meant to be private or internal. If you want to write about the competition, make sure you know what you are talking about and that you have the appropriate permission. Also be smart about protecting yourself, your privacy, and proprietary and confidential information. What you publish is widely accessible and will be around for a long time, so consider the content carefully.
3. **Write what you know.** Make sure you write and post about your areas of expertise, especially as related to your products/ services. If you are writing about a topic that you are not an expert on the topic, you should make this clear to your readers. And write in the first person. If you publish to a website use a disclaimer something the like of this: "The postings on this site are my own and don't necessarily represent the company's positions, strategies, or opinions". Also, do respect brand, trademark, copyright, fair use, trade secrets, confidentiality, and financial disclosure laws. Remember, in the end you are personally responsible for your content.
4. **Perception is reality.** In online social networks, the lines between public and private, personal and professional are blurred. Just by identifying yourself you are creating perceptions about your expertise. Be sure that all content associated with you is consistent with your work and with the company's values and professional standards.
5. **It's a conversation.** Talk to your readers like you would talk to real people in professional situations. In other words, avoid overly pedantic or "composed" language. Don't be afraid to bring in your own personality and say what's on your mind. Consider content that's open-ended and invites response. Encourage comments.
6. **Are you adding value?** There are millions of words out there. The best way to get yours read is to write things that people will value. Social communication should help our customers, partners, and co-workers. It should be thought-provoking and build a sense of community. If it helps people improve knowledge or skills, build their businesses, do their jobs, solve problems,—then it is adding value.
7. **Your Responsibility:** What you write is ultimately your responsibility. Participation in social networks should be treated seriously and with respect for your brand. Please also follow the terms and conditions for any of the social portal sites.

8. **Create some excitement.** As a business and as a corporate citizen do share with the world the exciting things you are doing—and open up the channels to learn from others.
9. **Be a Leader.** There can be a fine line between healthy debate and inappropriate reaction. Do not disparage the competitors, and understand that in the event you receive criticism of complaint know that you do not need to respond to every single one. Try to frame what you write to invite differing points of view without inflaming others. Once the words are out there, you can't really get them back. And once an inflammatory discussion gets going, it's hard to stop.
10. **Did you screw up?** If you make a mistake, admit it. Be upfront and be quick with your correction. If you're posting to a blog, you may choose to modify an earlier post—just make it clear that you have done so.
11. **If it gives you pause, pause.** If you're about to publish something that makes you even the slightest bit uncomfortable, don't shrug it off and hit 'send.' Take a minute to review these guidelines and try to figure out what's bothering you, then fix it. If you're still unsure, you might want to discuss it with your team. Ultimately, what you publish is yours—as is the responsibility. So be sure.

### **Work with (WSI My Web Guide) in Dubai to make sure you perform ethically on Social Media**

Let WSI My Web Guide in Dubai help you by creating the optimal website content blueprint to ensure a successful “lead generating” website through Social Media that adheres to professional and ethical business conduct guidelines. With our proprietary WSI Power we can quickly identify and obtain creative content ideas that will develop your credibility as an expert in your industry. Let WSI become your Internet marketing lead generation partner in the United Arab Emirates (UAE).

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