

- Guidelines for the use of social media by Zontians
- Before we get started I would like to indicate that many of the examples in this training are taken from a mandatory corporate training provided by Abbvie, my employer prior to my retirement. All employees were required to take this training annually. While Abbvie is a public sector global pharmaceutical company the information applies to each of us as Zontians representing our individual clubs, area, district and Zonta International Organization
- Slide 2: Let's get started by defining what we mean when we talk about social media and social media platforms. Social media platforms are vehicles that enable us to communicate and engage in two way conversations online in a way in which the discussion or conversation can be seen by other users, or the general public. There are different types of platforms that vary by how they are used, and the types of users of audience they for which they are created.
- Slide 2: As you can see we have the consumer networks the earliest of which you might be familiar with is Facebook followed by Instagram, social messaging platforms such as snapchat, Professional social networking platforms used to connect professionals and businesses such as Linked In, Websites that have commenting functions such as message boards or chat rooms, Blogs which include Twitter, Video social networks like YouTube and so on. Some businesses also have their own internal business and social media platforms
- Slide 3: So what makes social media Unique. How does it differ from email or other forms of communication? It's important to understand the difference when you are communication about Zonta on social media whether on a Zonta Club Page, Commenting on a ZI site or when using your own personal social media accounts
- Slide 4: First Social media is exactly that "Social" It is meant to be participatory. It is made up of UGH user generated content. Similar in some ways to in-person conversations where, there is give and take. Social media allows you to share your thoughts and ideas and allows your friends and potentially strangers to comment. As a Zontian it means that when you talk about Zonta on your personal social media accounts, others can share or comment on what you have said. While this environment allows for these more authentic and often immediate reactions, it also means you have less control over what is said seen read or heard and how all of that is interpreted.
- Slide 5: This means taking great care when posting. Keeping in mind that it is difficult to interpret tone from written text and to expect the unexpected. Here we see that Marie posted about a volunteer program her company participated in. She was very proud of how her company was giving back to the community and wanted to share her pride in being a part of this program. Her expectation was her friend would like her post and make positive comments and that's probably what happened.
- Slide 6: On the other had Jane retweeted a post about company earnings as she was pleased by the performance of her company. What she was not expecting was someone like Bob, who may

or may not have gripe about pharma companies in general, using this post as an opportunity to shift the conversation in a negative direction.

- Slide 7: The next important point to always keep in mind is that Social media is not Private. Repeat Social Media is not private. Any post can move beyond its intended audience. Just because you are posting on your personal social media account does not mean that it will only be seen by your personal contacts. It only takes one friend to share and much like the old shampoo commercial from the 1970s, “She told two friends then, she told two friends and so on and so on” in other words the message can spread exponentially in a short amount of time. We always need to keep in mind that Zonta International is a non-partisan, non-sectarian organization. Care needs to be taken when posting on your personal account or adding to content on club accounts.
- Slide 8: In this example the individual appears to have posted from her personal social media account a supportive comment about a political candidate. If you look closely you will see that the person has used a Zonta logo as their profile picture. This could give the appearance that Zonta was supportive on this candidate in direct conflict with the non-partisan standing of Zonta International. For this reason you should not use Zonta logos as your profile picture for the simple reason that when doing this, every post you write or comment on gives the appearance that the content or sentiment is sanctioned by Zonta whether or not that was your intent.
- Slide 9: This next one is a biggie that many people either don’t realize or forget. Social media is nearly permanent. Once you post it you should assume that it will be out there and accessible forever. For that reason alone we should use careful judgement when communicating on these platforms both when posting or commenting on other’s posts
- Slide 10: Along those same lines even deleted posts can and do live on. Even if you post something and quickly delete it, chances are someone has seen it and potentially shared it and once it’s out there it’s off and running and essentially impossible to track down and eliminate This is a real life example of a post by Elon Musk tweeted about internal company information. He quickly reconsidered and deleted the post from his feed but the damage was done and as you can see it’s still out there.
- Slide 11: Key things to keep in mind when using social media. First: What is the intent of your post? Second: What is the meaning you are trying to convey and finally how could the content be perceived by others?
- Slide 12: Think about what questions you may have