



Social media: Business

Social media has multiple uses with business. Businesses may set up a business social media page but also employees may use social media for business use too.

What are the advantages of using social media in the workplace?

- Connect with like-minded individuals
- Keep up to date with industry news
- Plan and share events
- Boost your organisation's branding
- Encourage career development

Here are some of the most common platforms of social media used for business use:



No matter how you communicate, you should always remember that you are still representing your organisation.



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Dos:



- Connect with like-minded individuals
- Get involved with groups to expand your skillset
- Before posting content, look at the tone of voice and if it could reflect negatively on you
- Remember whatever you post cannot be erased
- Communicate positively and professionally
- Regularly update your page

Don'ts:



- Do not post content without first researching the accuracy
- Don't leak information
- Do not troll others with rude remarks or get involved in angry debates
- Do not complain about anything work-related
- Do not swear or use offensive language
- Do not respond rudely if you encounter negativity online.