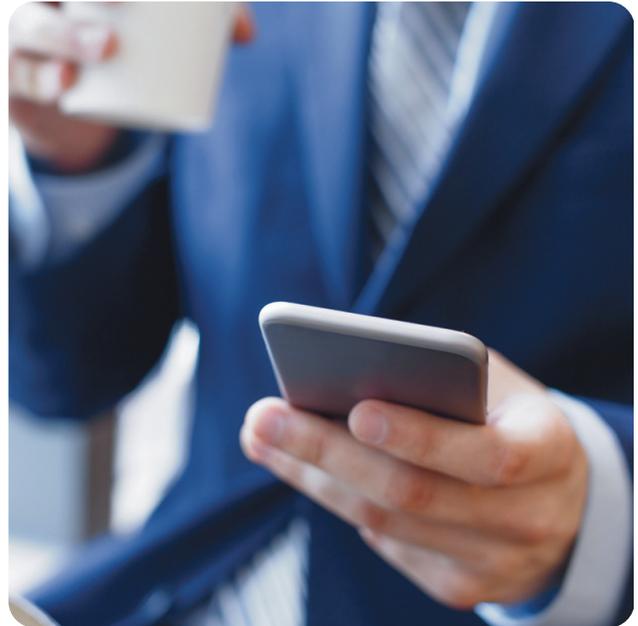


# Social Media and Messaging Apps at Work

Social media and messaging apps are how many people stay connected with friends, family, and current events — and increasingly, they are used for business purposes as well. When it comes to utilizing social media and messaging at work, keep these tips in mind:

- ▶ **Follow policy.** Educate your team about any applicable policies related to accessing social media or messaging apps at work. This is especially important if you provide staff with computers, smartphones, or tablets for use outside the office.
- ▶ **Set boundaries on personal use during work hours.** Social media and messaging fall into the same category as personal phone calls and interoffice chatter. While a small amount of personal activity may be acceptable, the focus should stay on work.
- ▶ **Create guidelines for use of official social media and messaging accounts.** Both messaging and social media tend to have a more casual tone than normal business communication. To avoid missteps, establish clear guidelines on what is acceptable for official business contacts.
- ▶ **If a social media disagreement between team members spills into the workplace, address it promptly.** Remind both individuals that you expect them to behave professionally at work, regardless of personal feelings.



- ▶ **Maintain professional boundaries.** Many of your team members may follow each other on social media sites or participate in group chats. While it may be tempting to join in the fun, it's important to maintain appropriate boundaries with your direct reports in both the real and the virtual world.
- ▶ **Notify HR and senior management if a customer complaint or comment goes "viral."** A viral incident is an opportunity to demonstrate good customer service.

The LifeMatters Management Consultation Service can help you address the impact of social media and messaging apps on your workplace. Call 24/7/365.

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