

Boxwood Weekly – Social Media Etiquette

Social media is a medium where people participate in a number of different conversations that are about business, people and various other topics. It is important to know how to behave online if you're a job seeker or an employer. Prior to job interviews, job seekers are checking out employer's social networking sites and vice versa. Following proper social media etiquette is key to having a successful online presence.

- **Give More than you Receive:** If you want to receive attention from others online, you have to be willing to give it first. It's the old "I'll scratch your back if you scratch mine" routine. You can't bust onto a social media site with a sense of entitlement thinking you should be a top user immediately. You have to earn respect from others. How do you do this? By giving more than you receive.
- **Add Value to the Site:** At the end of the day, the thing that will earn you great connections with others is if you add value to the community. This means not submitting content that nobody cares about and not constantly promoting your brand. Before you ever submit anything to a social media site, ask yourself "Does this article really add value to the community?" If not, reconsider submitting it.
- **Build Quality Relationships:** People are more willing to help those who they really know. By building quality relationships with other users, you'll always have someone in your corner to back you up. Remember, relationships require the participation of both parties; so, always be a good participant in your social media relationship.
- **Respect the Community:** This might be the most important rule of social media etiquette. Show respect to the community. It's not that hard to do. Just make sure you don't step out of line, and always treat everyone the way you want to be treated. These are simple social skills you should already be following in real life; now, you just have to follow them online too.
- **Listen to Others:** Your first reaction whenever someone disagrees with you online is probably to tell them how wrong they are. Instead of fighting back, take the time to listen to what they're really saying. Listen to the people commenting on your blog or Tweeting at you. Understand where they're coming from. You can learn from others if you take the time to listen.
- **Be Accountable for your Actions:** Because of the anonymity the Internet allows, there is little to no accountability online. People say and do whatever they please without facing any repercussions. Don't be that guy. Instead, try to be honorable by taking responsibility for your actions online. By being accountable, people will respect you, whether they agree with you or not.

What rules of social media etiquette would you add to the list? Feel free to share your thoughts by emailing us at clientmarketing@boxwoodtech.com!