



Social Media – Guidance

Most interactions and communication are now done online using a wide variety of social networks. The aim of this document is to support you in using these different social media tools effectively and appropriately in relation to your role at Janet.

This is not intended to be a static document, but rather a starting point. These documents are also on the intranet for us all to share any tips, or links to best practice, to help us continuously improve our social media activity. For ‘tips of the day’ we have a Twitter account which is open to Janet staff only.

Follow it at [@janet_marketing](https://twitter.com/janet_marketing) – and share your own top tips on using the different social media tools.

Please also refer to the document **Janet Social Media Guidance for Janet Sites** on <https://intranet.ja.net/departments/marketing> for best practice in using Janet sites for social media for work.

Reasons for using social media for work

- To enhance Janet’s reputation
- To engage with Janet customers, suppliers and stakeholders
- To ensure Janet customers, suppliers and stakeholders know what’s happening with our organisation
- To ensure customers and suppliers are up to date on the latest news or developments on particular Janet projects, products or services
- To announce new Janet products and services as they are launched or developed
- To encourage usage and / or sales of Janet services or products
- To gather feedback from our customers to improve our services/products
- To generate new ideas and feed these into new product/service developments.



A Quick Guide to Some Current Social Media Channels

What they are, and how they are used



(Douglas Wray, on Instagram: <http://instagr.am/p/nm695/>)

It's easy to spot some that are missing, for example:

Triplt – I'm planning a trip to the Donut Shop next week

It's also clear that some will disappear and be replaced over time (Second Life, anyone?)

But even so, it's a useful guide to how the different channels are used and understood which also helps in understanding how best to use them as communications tools for work.



The “Do’s” in using social media at work

- **Do** be relevant – if your post is about work, whether from work, home or a mixed account, ask yourself: is this something that people will be interested in hearing, about Janet?
- **Do** talk positively about our new products and launches.
- **Do** share information that will give our Janet brand a positive image
- **Do** provide people with the credible information they want. This will build trust for our business, which can help increase usage and satisfied customers.
- **Do** be respectful of other points of view. When sharing, be aware of others’ perspectives and opinions. Be open to what they have to say, even if you disagree.
- **Do** be aware of who can see the information you are posting, what is being shared, and what is being said and shared about you and about Janet.
- **Do** analyze criticisms for credibility. If it is credible, respond to it in a positive fashion to show that you care about what is said concerning your business, and that some type of action is being taken to improve.
- **Do** respond fairly in what you say to create a good feeling about how we talk to our customers, suppliers, competitors and other stakeholders.
- **Do** consider what you are saying, and how it might contribute to the way our customers and other groups think about you, and about Janet overall.
- **Do** re-tweet or share anything relevant and of interest to our customers.
- **Do** remember: anything you write or post on the internet is there permanently. Even if you delete a post it, it is cached somewhere and can be found, downloaded, copied or forwarded – and tweets can never be deleted.
- **Do** remember: context can easily be removed and tone doesn’t travel easily over typeface. Beware of ironic statements. You might be taken literally.
- **Do** remember: Burglars and Thieves can access Social Media too.
If you’ve freely given your full name, address, birthday then that is probably enough for identity theft. Add to it an announcement of when you’re going to be away and you could be in trouble!
- **Do** check your followers and block any that are not in keeping with the image you want to portray (blocking any that are pornographic for example)



- **Do** identify and follow other twitter groups aligned with our products, services or sector and encourage them to follow you back. These groups could be an important channel to disseminate our messages and can pass on our tweets to their own followers)
- **Do** respond to questions posed following one of your tweets. It helps to develop two-way communication rather than simply pushing out corporate messages.
- **Do** thank those who re-tweet or share any of your posts. This is good etiquette and will encourage them to re-tweet or share other posts. As you will be communicating with a lot of people at once, it's best to err on the side of caution and bring out your best Sunday manners.
- **Do** remember, if the account or post is about work, to use Janet and not JANET or JANET(UK) in identifying the company - or the brand police will be after you!
- **Do** be true to yourself – corporate robots and automatons will be quickly ignored and un-followed.
- **Do** not panic if you say something wrong. Just come and ask for help on how to fix it. A good reaction to an error can often provide even better results than not having made the mistake at all.

Do:

If your account is a 'group' work account (rather than private), please do keep Marketing informed of your username and password so we can support you and post on behalf of the group as appropriate, when you are out of the office for any reason.

Please contact Marketing at marketing@ja.net

Do:

Remember the laws of libel and slander. I'm afraid we don't have the necessary funds to bail you out jail if prosecuted!



The “Don’ts” in using social media at work

- **Don’t** talk negatively about our customers or stakeholders – especially if you’re feeling downbeat about them.
- **Don’t** talk down our competitors – especially if they’re having difficulties. It doesn’t make you or us look better; it just makes us all look mean-spirited.
- **Don’t** discuss problems or potential solutions to problems
 - Social media can be a great place for finding out about problems or issues our customers are having with our products and services.
Even so, it’s much better to take the discussion of the problem and the potential solutions offline.
 - Instead:
Respond publicly with a statement like: ‘We’d like to find out more about your recent post/ tweet – please can you PM me so we can discuss?’
 - Then follow it up and talk to the customers individually and by direct email, over telephone or video, or face to face.
- **Don’t** publicly criticize / respond negatively to posts by other members of Janet staff as this will undermine them, and ultimately the credibility of the company. Please take those comments offline.
- **Don’t** spill the company secrets. Please don’t discuss financial information, sales trends, strategies, forecasts, legal issues, or future promotional activities.
 - As a quick self check: if it were your finances or plans, would you discuss them online?
If the answer’s no for you, then it’s no for Janet too.
 - If you aren’t sure if something is for public consumption, ask your line manager. Until then, remember: discretion is the better part of valour.
- **Don’t** give out any personal information about customers or colleagues – or yourself.
- **Don’t** call us JANET or JANET(UK) – we’re Janet now.
- **Don’t** be a Troll, or indulge in Poking the Crazy. Tempting as it might be to respond, if someone says something offensive, be the better person and walk away. No-one ever wins internet arguments.



10 Questions to ask before you post:

1. Are you posting about Janet or could what you're saying, be in any way connected with Janet?
2. Is what you're posting through social media, answering any of the reasons given in the 'List of reasons to use social media for work'?
If it's not in the list above and you think it should be, please can you tell us, so we can add to the list?
3. Could your post be taken out of context or misinterpreted?
4. Are you giving away too much personal or company-confidential information?
5. Is what you're saying, something you'd be happy to have your Grandma, CEO or the tabloid press find, and talk to you about?
6. Are you happy for this to exist forever?
7. Are you happy with using the particular media channel you've chosen? Would you like advice, before you post? If so contact us at marketing@ja.net
8. What response are you expecting from your post, and do you have a response ready if questions come up?
If not, and you'd like advice, please contact us at marketing@ja.net
9. Do you sound like a corporate robot or a real person? Remember to be human!
If you'd like advice on how not to sound like a robot, then contact us at marketing@ja.net (unless you're an actual robot – then we can't help).

10. Do you still want to post your message? Great!

Please tell us your twitter, blog or other handle so we can follow/like/retweet.

Janet's public twitter handle is **@Janet_UK** – please follow us too.

Finally, a reminder:

If your account is a 'group' work account (rather than private), please do keep Marketing informed of the username and password so we can support you and post on your behalf as appropriate, when you are out of the office for any reason.

Please contact Marketing at marketing@ja.net