

Social Media Guidelines

2020

We are **CONNECTED**...

Just a few guidelines to keep us all representing well.

- 01/ **Follow Us** – Follow Optomi on all branded social channels. We count on you to evangelize our brand. When you “like” and “share” posts, they have a much further reach than on the Optomi channel alone.
- 02/ **Be Professional** – Clients and consultants are likely to check into you. They will be curious who they will be meeting with and who will be representing them in their job search. Remember that people work with people they trust. You want to be taken seriously, so save the photos of your beer bong escapades for personal friends.
- 03/ **Say Cheese** – But no Selfies. Make sure your photo is as professional as possible. Be mindful of backgrounds, etc.
- 04/ **15 Minutes of Fame** – Google yourself - any incriminating photos? Delete them.
- 05/ **Be Helpful** – Try to think about your audience and add value. Building a community by “helping” your followers will make it more likely for them to pay attention when you post things about Optomi.
- 06/ **What’s Said On Social Stays On Social** – Unlike Vegas, the Internet remembers: always pause and think before posting. If you delete a tweet, the chances are someone has retweeted it or shared it. Deleting it from your twitter profile will not delete the shares that have already taken place.
- 07/ **Oops...Now What?** – Please let me know if you see mistakes. And if you’ve made a mistake on social media, make some headway towards fixing it /setting the record straight. No one is perfect but if you use your best judgement and common sense when engaging on social media you won’t go far wrong. Use common sense
- 08/ **Sshhhhh** – Be mindful not to disclose confidential information about our company or any customer related information. You wouldn’t share confidential content at a networking event and so you wouldn’t share confidential content by social media.
- 09/ **Deja vu?** – If you’re copying images or articles, just make sure others in our industry have not circulated it already. We are innovators, we don’t want to be regurgitators.
- 10/ **Be Nice** – Respect your audiences. Please do not be dishonourable in terms of racial, ethnic, religious or sexual slurs that may offend – your personal brand is tied to the Optomi brand and such commentary isn’t acceptable in the office...nor on social networking. It’s not nice.
- 11/ **We are Passionate** – Not agnry. Emotions can run high when you’re on social media, especially if you feel something or someone has been mis-represented. Spirited discussions are good. Anger is not. We’ve all been there – just don’t hit the keyboard with all your rage. Instead, walk away, return and re-write it.
- 12/ **No Pseudo Identities** – Social is about conversations and people like to know they are conversing with someone genuine and credible. Be yourself, just be appropriate. You are an extension of our brand. Optomi is genuine, dedicated... you get the idea.

