

6. Admit Mistakes

Everyone makes a mistake at some point. When employees do it online, they should be the first to acknowledge their error. Contemporary communication is so fast that sometimes people get ahead of themselves and post something that may not have been properly vetted. When this happens, they should be encouraged to own up to it and either retract or correct the content. If they choose to modify the incorrect information, they should make it clear to readers that they have done so.

7. Focus On Company Values

A good rule for employees when participating online is to always consider company values. If your workforce contributes to social media endeavors and stays in line with the values your company adheres to, than most potential problems will be avoided.

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Tribe is an internal communications company working with national and global brands. We develop strategic plans, employee communications and engagement programs to build internal culture. If you'd like to talk about what Tribe could do for you, please contact Kara Bullock at 404-256-5858 or kara@tribeinc.com.