



AMERICAN SOCIETY OF SAFETY PROFESSIONALS

ASSP's Guide to Social Media

Social media is what you make of it. There's no right or wrong approach. You can use it to engage with events, follow the latest news in your industry, or hold conversations. Overall, it's a great way to connect with the safety industry at large. ASSP wants to encourage a robust dialogue about safety and the profession on social media. The ASSP community is engaged mostly on Facebook, Twitter and LinkedIn— but If you like Instagram and Snapchat, use those too!

Best Practices

It's about relationships!

Social media is ultimately about making connections and interacting. You can get started by following the ASSP Facebook page, Twitter account or the LinkedIn showcase page.

Worry less about making sure you are sharing the **right** thing; instead, consider what you might find valuable. Ultimately, it's up to you to be the judge of what you follow and share. Post and share what you personally consider valuable. Most of the time, you'll be right.

If you see people tweeting about an event that you're in, see if you can meet up with them and share your thoughts. This is a great networking opportunity! You can engage with speakers online as well as in person. It's a great way to join and foster community.

#Hashtags

Hashtags are used to track topics and events across platforms. Twitter is the best place to use them. For example, you can follow Safety 2017 at #Safety2017. The conversation about #Safety2017 has already begun. Hashtags are a great tool, but **#don't #overuse #them, #because #it's #silly.**

For other information, check out the ASSP Facebook page or the LinkedIn showcase page to see what's happening before the conference. If you haven't joined these channels or groups yet, follow the links below.

Complete your profile

Choose a username, picture and bio that best represents you. Think of it like a first impression at a job interview. Avoid poor grammar and spelling. **DON'T WRITE IN ALL CAPS.** This makes your audience think you are shouting. Remember, you're a professional, and just like in the physical world, you want to present yourself as such.

You're on stage

Social media is essentially public performance. Avoid overly personal information – remember you're there to share (appropriate) information and learn. If you run into an issue that draws criticism or unpleasantness, remember to conduct yourself professionally, and assume best intentions if someone's meaning is unclear. If appropriate, try to respond as

cordially and professionally as you can, and don't get hostile or defensive. If you find yourself angry, step away from social media.

ASSP on Social Media

Facebook: <http://www.facebook.com/ASSPSafety>

Twitter: http://www.twitter.com/ASSP_safety

LinkedIn: <https://www.linkedin.com/company/9269998/>

Instagram: http://www.instagram.com/ASSP_safety

Additional Resources

Social Media Etiquette for Business: 25 Do's & Don'ts:

<https://www.outboundengine.com/blog/social-media-etiquette-for-business-25-dos-donts/>

10 Dos and Don'ts for a Positive Social Media Experience:

<https://www.stewardship.com/articles/10-dos-and-don-ts-for-a-positive-social-media-experience>

Best Foot Forward: 10 Do's and Don'ts of Social Media Branding:

<https://www.business.com/articles/10-dos-and-donts-of-social-media-branding/>