

# Talk Sheet

## Being Social Media Smart



This talk sheet is designed to help you teach and reinforce key concepts from the Being Social Media Smart DVD. Questions and statements are designed to encourage learners' participation and improve understanding of concepts presented in the DVD. This document should be incorporated into the lesson after showing the Being Social Media Smart DVD.

### **SAY**

This video is a quick, but important, look at the importance of being responsible when using social media, specifically when doing it on behalf of the company or when writing or talking about the operation. We want to make sure this topic is clearly understood before we move on.

### **ASK**

Why is it important to check your privacy settings on all social media platforms?

- Posting to a public site is like announcing things on a city billboard—everyone will know where you are and what you are doing.
- You might not want everyone seeing what's going on in your life.
- You can control who sees your posts and information and also who can reply to those same things.
- This can help keep you safe from angst, bullying, or any animosity directed toward you.

### **ASK**

What is our company's policy on social media? Does anyone know?

- (Solicit answers from the group and discuss your company's specific policies.)
  - If you're not sure about posting something, check with your manager first.

### **ASK**

Is it allowable in our company for employees to communicate on behalf of the business, or is that a company violation?

- (Solicit answers from the group and discuss your company's specific philosophy.)
  - If allowable, you must make sure your communication does not bully, offend, or insult anyone else.
  - Offline rules around harassment, threats, and character attacks apply online in the social media world as well—these are unacceptable!

### **ASK**

Why is it so important to follow these specific policies? What would be the ramifications of not using our guidelines?

- Could represent the brand poorly.
- Could create internal turmoil amongst employees or guests.
- Could compromise the safety of yourself or others.
- Could damage the brand's long-term success.
- In some cases, it could mean termination for you.

**ASK**

Can you give me a specific example of how safety can be a concern when posting on social media platforms such as Twitter or Instagram?

- If you post about money you made or hours of operation, someone could rob you or the operation.
- If you post company financial or confidential information to everyone, someone could take advantage of that to profit for themselves or competitors.

**ASK**

How can negative or disrespectful information about you, that has been intentionally or unintentionally posted, impact your future or future positions?

- Often, content posted online stays online forever. Even things that have been deleted.
- Perception is reality—a company may have a hard time investing in you or your future if you have a bad reputation.
- People may not take you seriously or trust you as a trainer, supervisor, or manager.

**ASK**

Can you give me an example of how posting every detail of your life can become negative to those who follow you on social media platforms?

- If all you do is post negative things, share stories of personal woe, or post bad jokes or unprofessional pictures, people might stop following you or might not want to interact with you.
- Some pictures, rude language, or your personal opinions could offend co-workers or guests, leading to them not wanting to interact with you.

**ASK**

Can you give me a specific example of how social media can bring value to both your personal and professional life?

- Can give you a voice/platform that you may not have in person.
- Can get you access to special deals, like early release concert tickets, which can build brand loyalty.
- Can keep guests informed of specials and deals, which can drive foot traffic and sales into the business.
- Can be used to train new employees on certain skills.
- Can build a stronger relationship with guests through ongoing conversation.
- Can bring awareness to important causes.
- Can influence people to get involved in a philanthropic cause for good.

**ASK**

Do you have any real life examples of how social media is changing the world?

- (Solicit answers from the group.)
  - One example: Companies can support a local cause or charity (e.g., childhood hunger—No Kid Hungry campaign).

## **ASK**

Who can name one of the steps to being “Social Media Smart”? And let’s see if we can get all seven.

1. Be Knowledgeable
2. Be Responsible
3. Protect Confidentiality
4. Be Safe
5. Be Respectful
6. Bring Value
7. Do Good

## **ASK**

Does anyone have any other questions about the video or our specific company policy?

- (Solicit answers from the group.)

## **SAY**

If you have any questions and you want to discuss privately, please speak with me or one of the managers.