

SOCIAL MEDIA TIPSHEET



facebook

• Pictures, posts and comments are all public. Despite guarantees of privacy, they can often be viewed by the public and media. Contact media relations if someone posts a fake Facebook page claiming to be you.



twitter

• Even these short 140-character “tweets” can be viewed by non-followers including the media and fans.



AOL
see what's here for you ▶

• Anything you send in an e-mail or text message may be forwarded without your knowledge. Never send anything electronically you would not mind seeing in a story about yourself.



You Tube

• Anyone with a picture phone can now be a telejournalist; Actions taken off the field or court can be downloaded by non-reporters to a wide audience on You Tube.



TypePad
Blogger
WordPress.COM

• Assume anything you write on a log can be used as a direct quote from a reporter in a mainstream article about you even if the reporter doesn't interview you directly.



• Messages left on other people's voice mail can be shared with the media and public. Treat them as you would any interview quote or comment.



Speaking Specialists

The communications experts

