

CNH | KEY CLUB

How to Properly Use Social Media

Remember, as a Key Club member, *you are a leader*, and as *leaders represent Key Club*, every leader must embody the core values in a respectful manner *even when using social media*.

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When should I use Social Media?

- ❖ Use social media to promote events that have already been approved by advisors with all components of the event being confirmed.
- ❖ Provide updates and reminders of upcoming events.
- ❖ Promote Key Club and create awareness of the organization in a **respectful manner**
- ❖ *Examples of Social Media: Facebook, Twitter, Instagram, Tumblr*

When should I avoid using Social Media?

- ❖ Planning out events
- ❖ Discussing professional business (that's what emails and phone calls are for!)
- ❖ Informing others on lengthy topics. Remember to keep **all messages on social media brief**, send an email if the messages cannot be covered thoroughly through social media.

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What content is considered inappropriate?

- ❖ Making hurtful comments to or about another person.
- ❖ Posting something to intentionally hurt or embarrass an individual. (Don't post anything without that individual's permission!)
- ❖ Sending anonymous hate messages.
- ❖ Remember, as a **KEY LEADER**, these actions are **NOT TOLERATED**.

How can I be safe?

- ❖ All personal information (such as your address and school you attend) should not be open to the public. **Keep all personal settings private!** (You don't want any creepers!)
- ❖ **DO NOT** engage in any online contact with people you do not know. Only be in contact with people you have met with in a live setting.
- ❖ Check out the Technology SafeKEY guide here: [<http://tinyurl.com/TechnologySafeKEY>]

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When using Social Media remember to

- ❖ **Always** be professional and polite.
- ❖ Use a formal tone when promoting or updating events.
- ❖ **Always** respect others and encourage all to do the same.
- ❖ Moderate messages/posts on Key Club pages.

Technology SafeKEY

MAKE SURE TO "THINK BEFORE YOU CLICK!"

What is Technology SafeKEY?

- ❖ **The Mission:** Educate the youth about online safety
- ❖ Provide information on the hazards of unsafe internet use.
- ❖ Teach students how to safely utilize the internet

What is the importance?

- ❖ Because a reliance on technology is growing in everyday life, it must be addressed that harmful encounters on the computer **DO** occur... However they **CAN** be prevented *if* the proper measures are taken.

FREQUENTLY ASKED QUESTIONS

WHAT DO YOU DO IF YOU ARE THE CYBER-BULLY?

Stop cyber-bullying and apologize immediately.

HOW DO WE KNOW WHEN CYBER BULLYING IS CROSSING THE LINE?

Cyber-bullying is never okay. The latter's feelings may be hurt detrimentally from the effects of cyber-bullying.

WHAT IF THE CYBER-BULLY FINDS YOU ON EVERY SOCIAL MEDIA NETWORK?

Report this to a trusted adult and local authorities if needed.

WHAT IS THE BEST WAY TO HIDE YOUR PUBLIC PROFILES FROM PEOPLE YOU DO NOT KNOW?

Change the setting on your account to private.

WHAT KEY INFORMATION SHOULD NOT BE MENTIONED WHEN DECIDING A NICKNAME ONLINE?

Location, age, gender, etc.

IF YOU ARE A VICTIM OF CYBER-BULLYING, WHAT MUST YOU DO?

Report it to a trusted adult and/or local authority!

WHAT ARE THE POSSIBLE CONSEQUENCES OF IMPROPER USE OF TECHNOLOGY?

College decisions, getting kicked off a sport's team, bad reputation, etc.

WHAT IS A GUIDELINE TO FOLLOW WHEN DECIDE WHETHER OR NOT THE CONTENT YOU ARE ABOUT TO POST IS INAPPROPRIATE?

If your grandmother wouldn't want to see it, then don't post it online.

IF YOU ARE PLANNING TO REPORT CYBER-BULLYING, WHAT SHOULD YOU DO TO THE EVIDENCE?

Screenshot it before it is deleted.

WHEN IS IT OKAY TO CYBER-BULLY?

It is never okay to cyber-bully.

[Check out the Technology SafeKEY Promotional Video HERE!](#)