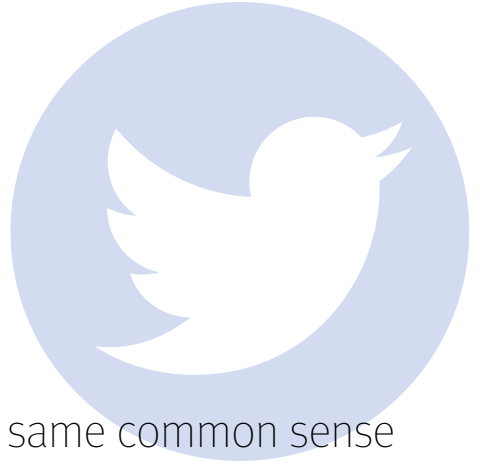


ISO **Social Media** Guidelines



Social media: *any form of online participation that involves sharing information and generating content.*





Use the same common sense
online as you do offline.
Remember, the Internet is a public
space. Have fun, but be smart.

What this means



Social media gives us a valuable opportunity to reach out, engage and connect with people. These guidelines aim to empower and help you in your journey with Twitter, Facebook, Google+, LinkedIn, blogs, discussion forums and other similar tools.

Talking about ISO... on a personal account or blog

We encourage you to talk about your work on social media. It is a powerful tool for building your network and sharing the amazing job you do! But bear in mind that you speak on your behalf, as only the communications team and top management can act as official ISO spokespersons.

We therefore ask that you:

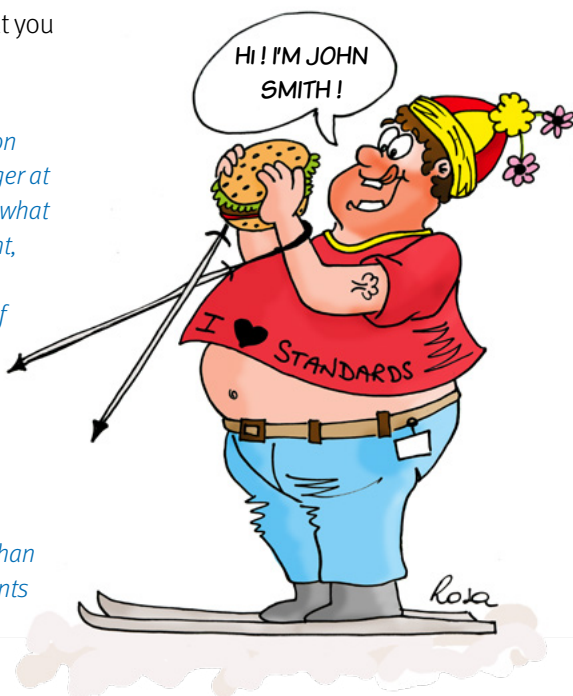
- Say that you work at ISO (transparency), but be clear that you are speaking as an individual.

***Tip:** The profile description of imaginary employee John Smith on Twitter could read: Project Manager at @isostandards sharing views on what I like best: standards, environment, skiing and eating!*

In tools like LinkedIn, the details of your position are likely to be on your profile anyway.

- Don't use the ISO name or logo when naming personal accounts.

***Tip:** Opt for @JohnSmith, rather than @SmithISO, as only official accounts should use our name or logo.*





Official accounts

We have a limited number of official ISO accounts:



Twitter

@isostandards

@isoconsumers

@isosecgen



Facebook www.iso.org/facebook



LinkedIn www.iso.org/linkedin



Google+ www.iso.org/google+



YouTube www.iso.org/youtube



Flickr www.iso.org/flickr



If you would like to create an official ISO account, please discuss this with your manager and the Social Media Manager first. We would like to ensure a consistent and user-friendly presence online, and we can only do this by working together.



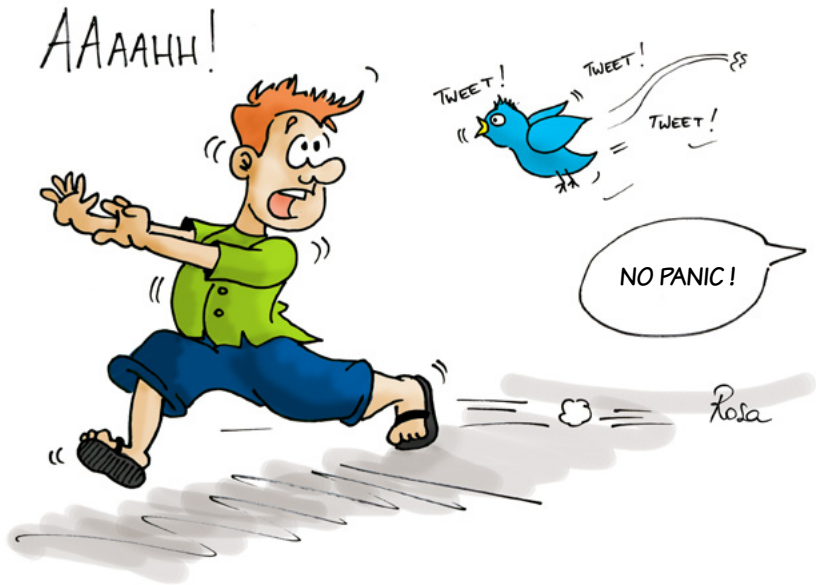
Our social media values

Your behaviour has an impact on how our organization is perceived. By upholding our values, you can become a powerful ISO ambassador and strengthen the brand we stand for. Use the same common sense online that you use offline – remember, you are responsible for what you say:

1. *Be transparent and honest.*
2. *Be passionate and positive.*
3. *Add value with engaging and relevant content.*
4. *Play nice by not offending, criticizing, censoring or picking fights.*
5. *Give credit where due and respect copyright.*
6. *Remain impartial.*
7. *Admit mistakes.*

For more information on how to “go social”, read our [useful tips](#) overleaf.

Useful tips for rocking social media



Don't panic

For both newbies and veterans, this best practice will help you step with confidence into the world of social media as an ISO ambassador.

Should I get involved?

Yes, yes, yes! Keep in mind that once you get started it's good to update your account regularly, so pick a tool that you enjoy. Do you like writing? Create a blog. Want to share brief thoughts and links? Go for Twitter. Photos are your thing? Why not Instagram?

It's public

I spy through my little eye

Although your privacy settings should be adapted to your intended audience, social media is never fully private. Even a conversation with a friend might be seen by their contacts (e.g. on Facebook) or forwarded. The Internet is a public space. Treat it as such.



“What happens in Vegas... stays in Google”

The Internet remembers. What we say online, tends to stay there; so have fun, but be smart.

Ooops, I made a mistake

Be the first to admit it. We have all been there and can be understanding, but don't try to erase it or pretend it didn't happen. There is always a record, so be clear about any edits.



3 golden rules

Before posting anything on social media, consider:

- *Would you mind if your mom saw it?*
- *Would you mind if your boss saw it?*
- *Would you mind if CNN broadcasted it?*



Feel free to talk about your work at ISO, but don't share confidential information. If in doubt, consult with a colleague, your supervisor or the Social Media Manager.

Privacy?

People have different perceptions of what is private. So be aware of this when posting photographs and comments about colleagues.

Tip: *It's OK to upload photos of events, but if a colleague featured in a photo tells you that they don't want to be online, respect it. If unsure, don't mention their names.*

Great content

Not sure what to post? There are many ways you can use social media. You could create content and share your thoughts, or give helpful information on a topic you have some expertise on. You can also become a great content curator and simply share links from sources that you find reliable and interesting.

Be yourself

Honesty and transparency inspire confidence. Use your real name, say that you work at ISO, speak in the first person, and don't be afraid to bring your personality to the forefront. It helps to be friendly, personal, helpful and informative.

Get your facts right

The best way to be interesting, stay out of trouble and have fun is to post about what you know. Make sure your audience can tell the difference between opinions and facts.

Be relevant, add value

Before posting ask yourself:

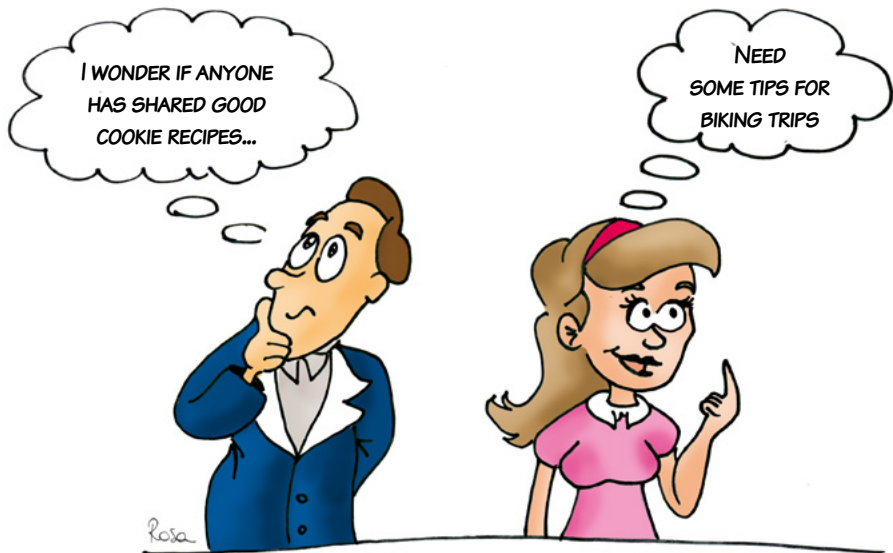
- *Who is my intended audience?*
- *What do they need to know? (not the same as what you want to say!)*
- *Does my post meet their needs?*

Sharing is caring

We encourage you to share interesting articles, stories, photos, etc. from other reliable content creators, not just ISO. But make sure the information is not purely commercial – people don't like to be sold to! Be careful not to

breach copyright; give credit where due and, whenever possible, provide a link to the source.

Example: Don't share photos, documents and other content you don't own. Opt instead for your own content or share material you can easily credit, for example by linking to it.



Quality matters

Use a spell-checker. Take the time to edit and reflect on what you are saying before you press “send”. Don’t ramble: less is often more.

When to post?

Find your own rhythm, but avoid spamming or going MIA (Missing In Action). Don’t post so often that you annoy your audience, or so rarely that they forget about you. Adapt your frequency to your social media tool of choice and what you have to say. But try to post at least once or twice a week.

Engage

It's a conversation

Interact with others and invite discussion. Use plain everyday language. Remember that you are talking to real people.

Listen first

You can learn from following what others are saying, and even get inspired. Seize the opportunity to contribute to ongoing conversations.



Connect

Build your network and engage with your colleagues online. Share their work and tell their success stories. We are all in it together.

Speedy Gonzales

Social media is fast-paced. Respond in a timely manner to remain relevant.

No trolls!

Don't be offensive or criticize our members, competitors or stakeholders. When someone disagrees with you, respect their right to an opinion. Be especially careful with topics that may be considered sensitive, like religion or politics. If you see errors or misrepresentations

about ISO, address them respectfully, and stick to the facts. If you give your side of the story and make any corrections without arrogance, you may just win them over. If the person looks like they just want to pick a fight, ignore them. Think Ghandi, not Ghengis Khan.

If you spot any negative commentary, alert the communications team who can take action.

We are here to help

Our Social Media Manager will be happy to offer you advice when you need it. So don't be afraid to ask. Send Maria an e-mail to **lazarte@iso.org**.

Where to find us

-  **Facebook** www.iso.org/facebook
-  **Twitter** www.iso.org/twitter
-  **LinkedIn** www.iso.org/linkedin
-  **Google+** www.iso.org/google+
-  **YouTube** www.iso.org/youtube
-  **Flickr** www.iso.org/flickr





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