

SOCIAL MEDIA ETIQUETTE

Literature Review



Contents

Introduction	3
Use of social media.....	4
Social media etiquette	6
Practical guidelines for the use of main networks.....	6
Facebook	7
LinkedIn	8
Google+	9
Twitter	10
YouTube.....	11
Privacy issues.....	14
Social media policies.....	16
Conclusions	19
References.....	20

Introduction

The aim of this literature review is to gather information on the use of social media, for what the main social network services are used and what kind of etiquette rules there are on each social media. Based on the findings of the review potential gaps in the supply of information on these topics will be pointed out.

The information gathered for this literature review will be used in the development of the draft of European Social Media etiquette guide. Also the information gathered in the student and SME focus groups will be added to the draft. The draft will then be elaborated based on the data gathered in the survey for students and SMEs of 31 European countries.

The main sources of information for this literature review are online tutorial, blogs and social media posts on the topic. The use of social media is that kind of topic that the most relevant information on it is 'out there' where the social media users are. Social media is constantly evolving, and so are the habits of using it. Therefore, many hard copy publications are inevitable out dated already when they are published. The report aims also to provide links to relevant online sources of information for the reader to explore.

The report is structured as follows. The first chapter explains what social media is and how widely it is used in Europe. The second chapter introduces social media etiquette in general and gives some practical guidelines for the use of main social networks (Facebook, LinkedIn, Google+, Twitter and Youtube). In the following chapters privacy issues and organisations' social media policies are discussed. The conclusions chapter draws together what the implications of this literature review are to the development of the draft of European Social Media etiquette guide.



Use of social media

Social media can be grouped into six different categories: social networks, blogs, wikis, podcasts, forums, content communities and microblogs. For example, Facebook, MySpace, Bebo, and LinkedIn are *social networks*. On social networks the users can build personal web pages, connect with others and share comments and contents. *Blogs* are online journals, where the readers have possibility to comment and discuss the content. *Wikis* are platforms where people can create content together. The best-known wiki is Wikipedia, which is an online encyclopaedia. *Podcasts* are video or audio files that are available by subscription. The *forums* were invented much before even the concept of social media was invented. There people can discuss their topic of interest. *Content communities* are communities around specific type of content. The best known content communities are Flickr, where people share photos, and YouTube, where people share videos. The sixth type of social media is *microblogging* services, which enable sending of short blog updates by phones or computers. The best known microblogging service is Twitter. (Mayfield 2008.)

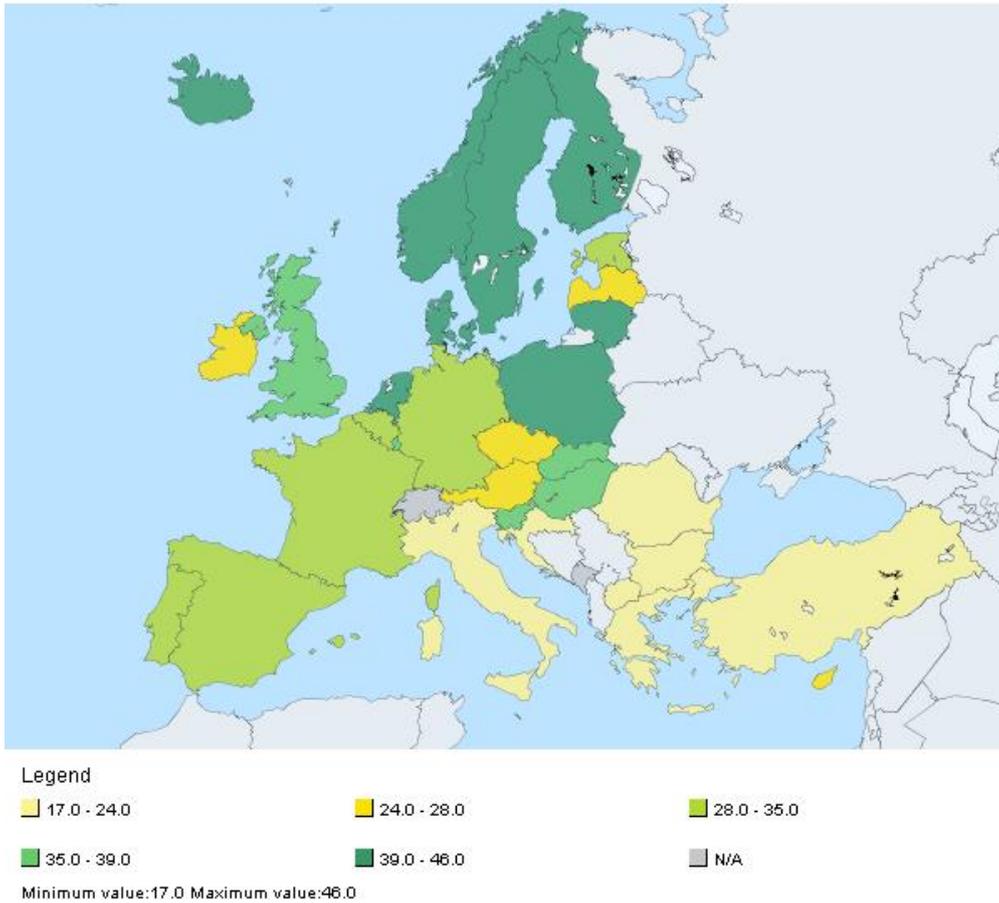
Social media includes social networks like Facebook, LinkedIn, Google+, MySpace etc., which are online services that focus on building a social network among different people. Social media services are usually individual-centred and build of people's personal profiles and their connections to other profiles. The services offer usually also possibilities for e-mailing or instant messaging between the users. In addition to the services widely used around the world, there are also more locally used services like Nexopia (mostly in Canada); Bebo, VKontakte, Hi5, Hyves (mostly in The Netherlands), Draugiem.lv (mostly in Latvia), StudiVZ (mostly in Germany), iWiW (mostly in Hungary), Tuenti (mostly in Spain), Nasza-Klasa (mostly in Poland), Tagged, XING, Badoo and Skyrock in parts of Europe, and so on (Wikipedia.org). Some of the services are general and some are oriented into a particular topic like career, hobbies or to some other topic of interest. Some services are more focused on the professional networking, whereas some on private networking.

The usage of social media has been increasing rapidly in Europe during the last five years. According to Eurostat, one third of adult Europeans are actively using social media (see picture 1). However, there are great differences in social media usage from one European country to the next. Social media is used most actively in Nordic countries: Denmark, Norway and Sweden (around 45 % of adult population) and the least in Romania (17 % of adult population).

Individuals using the Internet for posting messages to social media sites or instant messaging

% of individuals aged 16 to 74 - 2010

All Individuals



Picture 1. *The share of adult population posting messages to chat sites, social networking sites, blogs, newsgroups or online discussion forums or using instant messaging by country. Within the last 3 months before the survey.*

However, there is a wide variation on the statistics and user numbers of different social media depending on which source you use. However, all seem to agree that the use of social media is increasing and its implications to the companies and individuals should be taken seriously.

Social media etiquette

Social media etiquette refers to the commonly shared codes of conduct in the social media. It is closely related to the concept of Internet etiquette, which is also called Netiquette. Human interaction over the net is based on the basic rules of human interaction, but the possibility to act anonymously, the lack of the support that your body language gives you, the large number of people on the same forum, as well as the fact that by writing your message (instead of talking it) you'll leave a more permanent mark for others to see, make the issues of etiquette even more important in virtual interaction than in face-to-face interaction. Naturally, netiquette builds on the rules of face-to-face etiquette. Therefore the core of it is very much the same. One should respect the others, act unselfishly, and respect other people's privacy and human rights. But there are also some additional rules that one cannot really know without learning them.

The rules of social behaviour vary according to the sub group that one belongs to. So do also the codes of conduct on the social media. The rules also tend to change over time. There are different rules in different media and among different user groups. However, also some common rules apply. The minimum requirement is of course that one should obey the law. One should not lie or distribute inaccurate information. One should not act aggressively. Acts of aggression are e.g. swearing or shouting – that is – using capital letters. One should respect others opinions and their privacy. The old saying that treat the others the way that you would like to be treated is a good advice on social media, too. It is also advisable not to post while under the influence of alcohol, since then your odds to lose control or act inappropriately are much higher. (Netiquette.net 2012, Net Etiquette 2012.)

Practical guidelines for the use of main networks

The main difference between traditional media and social media is based on the social aspect of the new media. Traditional media is like a one-way street. The sender send a message and the recipients receive it. Social media is more like two-way street or like a cross-road. Everyone is active and everyone's actions influence the others. Therefore, the logic of social network usage is based more on reciprocity and giving than direct selling or promoting of your ideas or products.

The other characteristic of social media is interconnectivity. The more you link the posts on Twitter, Facebook, YouTube, blogs and other social media services across different media the more visibility you will gain. Each media has its own characteristics and it's wise to combine and to use each media for the purpose it suits best, e.g. someone can link an interesting YouTube video she/he has found onto her/his blog and then you can promote the blog on your tweet (Twitter message).

Next we will introduce you to five main places to start you online identity building: social networks Facebook, LinkedIn, Google+, microblog Twitter and content community YouTube.

Facebook

Usage – Facebook has become one of the most widely used social media during last years. The increase of users has been phenomenal. In 2012 Facebook had over 900 million active users. Facebook is mostly used for private purposes, but the business use has lately increased significantly. The user can create his/her own profile on Facebook, connect with his/her friends, and post pictures and status updates. After friending with someone the user is able to view their profiles and the friends are able to view the profile of the user.



When using Facebook for business purposes one should remember that it is a forum of networking not of direct selling. By networking on Facebook you can increase people's interest on your company and on you as a head figure of the company. A Facebook profile is for individuals and page for businesses. Business pages allow users to become fans of the company as well as sharing, videos, pictures, applications or wall posts but they do not entail a friends list or status update possibility.

Etiquette – Since Facebook is increasingly used both for personal and professional purposes, one should pay attention to the postings they upload to avoid situations, where personal posts might harm one's career. Spare a couple of minutes for choosing you profile picture. Try to avoid too sexy or too funny pictures. The picture does not have to be strictly professional, but please bear in mind that it may be viewed by you customers, present of future bosses and colleagues.

Facebook enables you to adjust the privacy settings and show other users just as much of your profile as you wish. Use this option to tailor the profile you wish to show to different user groups. It is wise also in other occasions to think who you are targeting your messages. It is considered impolite to invite one of your friends for a cup of coffee by posting the invitation to your wall. It is like telling everyone else that they are not invited. These kinds of messages that are meant to one person or a small group of your Facebook friends are better handled by personal messages.

Inside jokes, cryptic messages, sarcasm and expressions of hate or anger should be avoided, since there is a danger of insulting or upsetting people. Dissing your workplace or co-workers is also regarded as bad behaviour – in addition to the threat of losing your job in case your boss accidentally gets access to your posts.

Here are also some handy tips (Netiquette 2012):

1) Be positive, 2) Invite and accept only people you know to your friend, 3) Use privacy settings, 4) No nudity, 5) Commit to the usage, 6) Respond to comments, and 7) Don't tag friends.

LinkedIn



Usage – LinkedIn is possibly the widest used online social network for professional purposes. It allows the users to build their professional and business contacts into networks. You can identify potential business partner through Advanced People Search, build up a profile and increase your credibility as a professional, this can be supported also by answering questions raised on the network. LinkedIn can be used also as a research tool to find out more about your contacts and competitors. LinkedIn has also a feature which allows creating interest groups. It has been criticized of being too closed and charging of many of its features, but ... This can be used to for b-2-b and b-2-c networking.

Using LinkedIn – like any other social network – is mostly about trust, reputation and networking of people and different social media platforms. LinkedIn offers also features that support your marketing, like the possibility to use Polls to gather information on the preferences of your customers and prospects; and answer and ask questions in Questions and Answers section. It is advisable to use each social network for the purpose it suits best and then link the entries. E.g. if someone asks you a question on Twitter, you could answer in length on LinkedIn and then link it from Twitter. Be active and search for articles that might be of interest to your contacts and share them on LinkedIn.

Etiquette – LinkedIn is more professional social media platform than e.g. Facebook. Therefore, you should stick into your professional role in your profile content; your profile picture and your status updates as well as the groups you join. Since LinkedIn is about promoting yourself and trust building, you should pay attention to filling out your profile as well as possible. Use your status updates to tell others about your recent work, and link to other social media accounts of yourself and other people. You could for example answer a question that you got in Twitter on LinkedIn and then post the link to the answer on Twitter – or vice versa. You could use Questions and Answers section to express your know-how by answering other people's questions and gathering information about your customers' and prospects' valuations and interests.

Here are some of the most important things to remember when using LinkedIn and getting the most out of it (Evans 2009, Networketiquette.net):

1. Login at least once a week
2. Share survey and poll results with your contacts.
3. Use Questions and Answers: show expertise without a hint of self-promotion.
4. Ask for recommendations and recommend others when asked
5. Don't turn off your contacts: avoid hard-sell tactics.
6. Write honest and valuable recommendations for your contacts.
7. Ask your first-level contacts for introductions to their first-level contacts.
8. Link to articles and content posted elsewhere, with a summary of why it's valuable to add to your

Google+

Usage – Google+ is quite similar to Facebook, but it is still quite young. For companies, brands and other organisations Google+ offers an ability to create a Google+ Page. The features of Google+ support sharing among close groups and groups with similar interests. In Google+ you can create specific circles where you can segment those you follow and interact with them. Google+ enables users to post updates and upload images and videos on the page as well.



In the continuum of private vs. business, Google+ is somewhere in between. As stated in some etiquette guidelines (Seaman 2011), Google+ is not Facebook. People don't gather there simply to share their personal life, but the aim is that the Google+ would reflect both the private and business networks people have (Kendall 2012). You can have separate circles for your friends, professional contacts, and other communities. This enables you to adjust your style of communication accordingly.

Google+ has a +1 button similar to like button in Facebook. In the discussions the +1 buttons can be used to express the agreement to a particular argument instead of repeating the same point. In the end you get a nice thread with varying points of views which is infinitely better than a thread with the same thing being expressed throughout. It is not clear how the Google search engine actually works, but it has been claimed that having a Google+ page as well as using +1 button will increase their appearance in the Google search results. (Odden 2012.) This is a strong incentive for companies and brands to appear in Google+. Google+ also enables companies to interact with their customers and fans through video in their Google+ Hangouts service.

Etiquette – The original enthusiasts of G+ were quite technology oriented people, who wanted to use something a bit more 'adult minded' than Facebook, but a bit more relaxed than LinkedIn. It has been argued that topics like life, politics and technology most popular on Google+ (Seaman 2011). Here are some rules of thumb how avoid embarrassing yourself on Google+ (Seaman 2011, Kendall 2012):

1. When sharing, you must attribute to the original authors. It is best to use share button or attribute to the original author.
2. Don't post only about your personal life. A good mixture is 1/5 about personal life and 4/5 about more general stuff.
3. It is quite acceptable to use the block feature of the service.
4. Use the circle division wisely. Think always who you are aiming your posts.
5. Don't post nudity.
6. Generalizations over race or religion not appropriate.
7. Don't use a popular threat to your own purposes that are not related to the original topic by linking to advertisement or promoting our favourite ideas.
8. Don't preach to others.

9. Learn how to disagree politely.
10. Don't circle the others without sharing your own information.

Twitter



Usage – Twitter is a microblogging service, where you can send short 140-character messages (tweets) for everyone to see, especially those who are following your tweets. It is a very efficient and easy to use tool to spread the word. Twitter can be used by smart phones as well as computers which has made tweeting quite easy.

Twitter's search feature is useful for companies when targeting their prospective clients. It helps also the companies to observe their competitors actions.

Twitter offers a platform for promoting useful content and enlarging your networks. Since the length of a tweet is limited to 140 characters, it is recommendable to use the Twitter to promote your blog or Facebook site. You can use the survey or poll feature for ideas and preliminary market research. It's easiness and speed make it an excellent tool for news distribution and promotion of other social network contents.

Etiquette – You should keep in mind that Twitter is a public social network and the sharing, transmitting, interaction and networking happens in speed and real time. In Twitter anyone and everyone can see your tweets whether they're following you or not. With that in mind, you shouldn't forget the manners and you should need to use your best judgment to keep private information private by sending a direct message or communicating outside of Twitter entirely.

- 1) Your profile is your opportunity to introduce yourself to the others in just a few words. On the basis of it, people decide whether they want to follow you or not.
- 2) Keep in mind that social networking is meant to complement your existing social life.
- 3) Twitter is a great place for self-promotion, but too much self-promotion is not a good thing. Tweets need to include a good mix of self-promotion, conversation, information sharing, etc. You should think what people want to read and what is significant to them. A great way to build relationships and ensure your Twitter stream isn't just about you is to promote other people too.
- 4) Share links to articles and blog posts you enjoy.
- 5) Retweet (RT) interesting updates, join conversations and answer questions. However, you have to remember that you can't take a credit for an idea, topic, link, opinion, etc. if you got it from someone else. You must tell who your sources are and don't infringe copyright rules.
- 6) Use Direct Messages if you wish to communicate privately with your Twitter friend.

- 7) Use hashtags (#) - but not too much. It is not nice to read posts with a hashtag in front of every word.
- 8) Do not get too personal.
- 9) Do not impersonate others (individuals or companies) in a manner intended to mislead or deceive others.
- 10) Remember 3B's: BE genuine, BE generous and BE kind - remember your tweets are there for all to see.

(Barnett 2012, Kauppalehti 2012,)

You should make your Twitter updates interesting and useful because Twitter success is rooted in conversations and relationships. However, you need to accept the fact that not everyone will like you or your tweets and you will receive some negativity from time to time.

YouTube

Usage – YouTube is so called content community, which means that it similar kind of service as the other social network, but it is content specific. In YouTube you can publish videos and connect with other users by commenting, subscribing and rating the videos as well as sharing the content in other social networks. Creating an appealing video, which is either entertaining or useful for your customers helps your company to connect with the prospects and customers. Both B2B and B2C companies can gain from sharing entertaining or useful videos. If people find the videos interesting, they will share it to their networks or even become a subscriber, which creates a bond between the customer and the company.



Each month over 4 billion hours of YouTube video are watched all over the world. Each month YouTube has over 800 million unique users. Each minute 72 hours of video are uploaded on the platform. When looking at the statistics of 2011, the numbers are staggering. YouTube had over 1 trillion views during the year which means 140 views for every person living on planet earth. (http://www.youtube.com/t/press_statistics)

Etiquette – These numbers represent the potential of YouTube and that is exactly why both consumers and brands increasingly rely on the site not just as a hub for videos but also connections, marketing and interactivity. At the same time it has become more difficult than ever for video to stand out and create a viral effect. While lots of effort is put on getting visibility and creating phenomena's, it is still good to remember not only what makes you stand out positively but also to be reminded on what one shouldn't do on YouTube. In fact, as popular a YouTube is, many of its users find fault with it as the content has for the large part become what it is since it has gained so much popularity among especially youth and instead of

civilized discussion the comment fields are filled with unnecessary comments. One of urban dictionaries definition for YouTube is: "A cesspool of illiteracy, misogyny, racism, idiocy, hatred, violence, barbarism, intolerance and general lack of humanity that has not been seen since the middle ages." These are some of the reasons why Vimeo has gained popularity and many YouTube-users have switched to use Vimeo instead.

Here are some of the most important things to remember when using YouTube and getting the most out of it (Whitney 2011, 7 Tips for...2012):

1) Don't get mad at users who dislike videos

This is something that happens all the time in YouTube. Users start to bash each other with rude expressions and go into utterly useless arguments on things that do not matter in the end. So do not be one of them. Yes, it seems that there are users whose whole life circles around disliking videos and posting degrading comments but instead of reacting and getting into fights, you will be better off letting it go.

2) Don't leave unnecessary comments

You won't gain any positive recognition by spamming. If you do not want to spoil your reputation, don't swear in the comments section. When you leave comments, make sure that they are relevant and not off-topic. Too often the comment fields turn into war zones, where users are carried away with things that are totally off-topic. And remember that illegal things are illegal on YouTube too.

3) Don't write paragraph long comments saying why your favorite fill in this gap is better

This has actually quite much to do with the previous point but this is still good to mention separately. Although everybody has the inherent right to form their own opinion one should also remember that often opinions are overrated. Arguing about favorite bands for example shows just a level of immaturity. The point is that when discussing about other things than the actual videos, there are other places in the internet for it. And if you still choose to start commenting on why your ____ is better, at least make sure that your logic is working.

4) If necessary, you can unblock comments

Sometimes the best thing to do is to unblock leaving comments to your own videos. This is especially the case when it is supposable that some users will show up to fill the discussion field with totally unnecessary comments.

5) Start with a brand channel

A brand channel is like your Facebook-page. It is your home on YouTube where users can get acquainted with you, your projects and videos.

6) First impressions count

The first 15 seconds of your videos are the most important ones. So make sure that whatever it is that you do, your video manages to make an impression right in the beginning.

7) Shoot what you love

The best way to stand out is excellence in your doing and passion for what you are doing. It is good let creativity flow. When shooting mediocre videos that are lacking when it comes to the creative side and shooting them for no good reason it should be no wonder if your videos do not become viral successes. Or maybe you can shoot the worst video ever and get recognized that way? But don't be mediocre.

8) A steady flow of videos.

Timing matters. Instead of uploading 20 videos at a time, it is better to guarantee a steady flow of new material to your followers. Try also to keep your channel alive and vibrant.

9) Remember keywords.

When you are aiming for your videos to be recognized, it is good to include important and searched keywords that are related to the topic of your video. The right words should be found in the title, description and keywords section in order for the video to be easily recognized.

10) Share your videos on other platforms too

It is good to make the most out of other platforms too when spreading the news about great videos. You can share YouTube –videos on Facebook, Tumblr, Twitter and other social media platforms.

Privacy issues

People connect to each other increasingly through social networks. Online networking has many advantages, but it has also some downsides. There has been a growing concern that the information collected by and exchanged in these social networks can pose a threat to people's privacy, due to the fact that they are sharing an increasing amount of their personal life and private issues online. Many social network users feel that they cannot adequately control the use of data they provide on the social network sites. The data can end up to the hands of the third party, to the use or to the persons to whom it was not intended. (Epic 2012.)

There are two sources of privacy problems. The first one is the service provider itself. The service providers can break the law with or without intent or the user agreements can contain elements that threaten the user's privacy. The user cannot do much to the violation of law, but they can read the user agreement that they agree on when creating their own account on the service more carefully. And since the social networking services tend to alter their privacy policies over the time, the user should pay attention to the new provisions as well. Unfortunately, the service providers don't necessary ask for users' permission every time they change their privacy policy. (Privacy Rights Clearinghouse 2012.)

The second source of privacy problems is the network user himself. He should pay attention to what kind of information he shares on the public networks. Before sharing one's biography, address, telephone number, embarrassing party photos etc. one should consider if it is really necessary. These thoughts are necessary, since one cannot know for sure how long the data will be available and for whom. I may be that e.g. in five or ten years' time, someone will find that information and use it against you. Or that someone collects data of you from many sources and will end up with pieces of information, which when put together, do not really resemble you or reveal some private issues about you that you would rather keep private. You will have no control on these issues.

These old or misplaced data can cause trouble mostly in situation where you need your reputation. Those situations can be: renting an apartment, applying for a new job, beginning to date someone, running a business of your own, engaging in electoral positions. (Privacy Rights Clearinghouse 2012.) There are legal regulations on e.g. how the employers may use the data from the web in recruitment situations, but those are quite hard to monitor.

Perhaps the most invisible ways that personal information can get into the hands of someone whom it was not intended are cookies and third party applications. Cookies can be used to track which websites a user has viewed, to store information associated with specific websites, to track movement from one website to another and to build a profile around a user. Third party applications are programs that interact with a social network without being part of it. For example, games to play with other users, online polls or quizzes and pieces of software which allow users to post to their social media profile via a mobile phone are common third party applications on the social websites. (Privacy Rights Clearinghouse 2012.)

In addition to the privacy concerns already described, Reputation.com has listed the top five social media concerns for the year 2012. Those are:

- the users and service providers should be careful about privacy when two (or more) social media websites merge

- using single access sign-on can raise new security and privacy concerns, since the odds that the website will start to share also other information
- the social network service providers should prepare themselves that there will be a more universal legislation on privacy regulations and security
- the increase in social network marketing will increase in attempts at information gathering and targeted marketing
- by the increase of location-based services also new privacy risks and concerns will emerge. (Top 5 Social... 2012.)

By the development of technology and social network services also new potential threats to the users' privacy will emerge. Those cannot be foreseen yet, but it is perhaps wise to urge the users to use their common sense.

From the legal point of view, there has been an ongoing struggle between the different legislations of the European Union and the United States. Many of the most popular social network services are located in the US, but many of their users are from the EU. The privacy legislation in the EU (see European Commission 2010) is stricter than in the US, which has caused some controversy. The opinion of the European Commission is that the social network services that are American but are operating also in Europe must comply with stricter online privacy and data-protection rules in Europe than in the US, which causes them a pressure to begin changing their own privacy practices now to continue working from within Europe (Kindelan 2011).

More information on privacy issues as well as some Tips to Stay Safe, Private and Secure can be found from: <https://www.privacyrights.org/social-networking-privacy>

Social media policies

Companies and other organisations have started to think their policy rules and recommendations for social media use increasingly as their employees, business contacts and customers have started to use social media. There are two alternative approaches to organisations' social media policies. An organisation can handle the tricky situations as they pop-up. This is called an evolutionary way. The other one is to explicitly establish the policy already in advance.

Social media policies are needed for at least two reasons. At the best the policy supports the marketing policy of the company and it also states the rights and obligation of the employees clearly, which benefits both the employer and the employees. And using social media actively together with having clear guidelines on how to conduct on social networks helps the company to protect the brand name more likely than staying completely away from social media (Schaffer 2010).

A good way to start thinking the social media policy of your company is to take a look at the corporate social media policy examples, which are collected on several websites. Here are some of them:

- Social Media Governance. A social media policy database. <http://socialmediagovernance.com/policies.php>
- 57 Social Media Policy Examples and Resources <http://davefleet.com/2010/07/57-social-media-policy-examples-resources/>
- Socialmedia.biz, Social media policies <http://socialmedia.biz/social-media-policies/>
- Socialmedia.biz, Best practices for developing a social media policy <http://socialmedia.biz/social-media-policies/best-practices-for-developing-a-social-media-policy/>

The issues that the social media policies mostly handle are like how to behave as a representative of the company in social media, how to separate your personal opinions from your professional role online, who has the right and obligation to use social media in the company (on the behalf of the company or on company time), how to interact with the customers when marketing or handling complaints (e.g. "if you respond to the problem, you'll have to handle it until it is resolved"), how to secure confidential information, and to bring most value to the company.

Social media policies affect both the employers and the employees (Ross 2009). And at the best the policy document takes this into account. For employers, it is important to keep in mind to encourage responsible use together with sufficient training and equal access for to all employees. The employers should remember to lead with their example and show trust on their employees. The employees, on the other hand, should keep in mind when on social media that in the core of the idea of community is reciprocity. One should remember to listen as well as to talk on social networks. One should show his personality and also identify himself and express their opinions on a professional and responsible manner. From the employees point of view the social media policies are also closely related to freedom of speech and privacy issues. There is an on going debate (even in court rooms) what an employee can say about his employer in his private posts and online conversations. In many countries mocking your employer can get you fired. (Guidance on Social Networking 2012.) Therefore one should be careful what to say online.

Below you will find two examples of social media policies from two corporates: Daimler and IBM.

Ten tips for dealing with social media by Daimler AG

(see http://www.daimler.com/Projects/c2c/channel/documents/1895107_Social_Media_Guidelines_eng_Final.pdf)

1. It's always about conversation. If you use social media as a one-way communication tool, you will soon find yourself talking to a brick wall. Only those who actively seek conversation, participate in discussions and reply to questions are taken seriously on the web.
2. Pay attention to quality. It is easy to get a lot of attention quickly on the Internet. However, sustained, intensive dialog is valuable only if initiated or enriched by high-quality content.
3. Be honest. The truth will come out, especially on the Internet. Information can be verified immediately on the web. False statements or even omissions are exposed immediately. Disclose your sources. This shows respect for the author and increases your credibility.
4. Remain polite. A dialog is only worthwhile if all participants treat each other with respect. Avoid provoking and insulting people and break off conversations if your partner becomes offensive.
5. Correct your own mistakes. Many web users are quick to anger, but also quick to forgive. Admit to your own mistakes and correct them. It is recommended that these changes be made quickly and clearly in order to avoid misunderstandings or irritation. If you point out errors in articles or comments concerning your field of work, do so factually and politely.
6. Be professional, even as a private individual. Even if you use social media "only" in a private capacity, you may encounter business contacts or encounter questions about your job. In such cases it is in your best interest not to allow embarrassment through private details. Once something is published, it can rarely be removed completely from the Internet. By simply searching and linking events, it is possible to draw conclusions concerning personal relationships, professional responsibilities or opinions on certain topics.
7. Separate opinions from fact. To avoid misunderstandings, you should make a clear distinction between opinions and facts in your statements. You should also indicate whether you are presenting your own opinion or that of the company.
8. Be yourself. Trust and credibility are the pillars of social networks. Do not put on an act, but always show who you are and what you are. Open online communication requires you to be honest about your background. If you are active on behalf of Daimler on the Internet or represent Daimler's interests, own up to it! For instance, you can ensure transparency by means of a disclaimer attached to your comments. Example: *I am an employee of Daimler and the opinions presented here are my own.*
9. Handle confidential information confidentially. Take care when dealing with company information. You may not pass on confidential information received by you as part of your job. If you are unsure whether you are allowed to publish certain information, ask your supervisor, your Information Security Officer (ISO) or Corporate Communications. If in doubt, do not publish. Also observe data protection regulations. Do not publish information about third parties without having discussed it in advance with the persons concerned.
10. Observe the law. Do not publish slanderous, libellous or otherwise illegal content. Do not publish content on the Internet without copyright information, always comply with other copyrights and respect individuals' rights to their own image. Maintain confidentiality on company information that could affect the share price of Daimler securities. If you have access to information that is not publicly known, you must not recommend to anyone to buy or sell Daimler securities or otherwise prompt other persons to do so.

IBM Social Computing Guidelines

1. Know and follow IBM's Business Conduct Guidelines.
2. IBMers are personally responsible for the content they publish on-line, whether in a blog, social computing site or any other form of user-generated media. Be mindful that what you publish will be public for a long time—protect your privacy and take care to understand a site's terms of service.
3. Identify yourself—name and, when relevant, role at IBM—when you discuss IBM or IBM-related matters, such as IBM products or services. You must make it clear that you are speaking for yourself and not on behalf of IBM.
4. If you publish content online relevant to IBM in your personal capacity use a disclaimer such as this: "The postings on this site are my own and don't necessarily represent IBM's positions, strategies or opinions."
5. Respect copyright, fair use and financial disclosure laws.
6. Don't provide IBM's or another's confidential or other proprietary information and never discuss IBM business performance or other sensitive matters publicly.
7. Don't cite or reference clients, partners or suppliers without their approval. When you do make a reference, link back to the source. Don't publish anything that might allow inferences to be drawn which could embarrass or damage a client.
8. Respect your audience. Don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in IBM's workplace. You should also show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory—such as politics and religion.
9. Be aware of your association with IBM in online social networks. If you identify yourself as an IBMer, ensure your profile and related content is consistent with how you wish to present yourself with colleagues and clients.
10. Don't pick fights, be the first to correct your own mistakes.
11. Try to add value. Provide worthwhile information and perspective. IBM's brand is best represented by its people and what you publish may reflect on IBM's brand.
12. Don't use use IBM logos or trademarks unless approved to do so.

Conclusions

There seems to be a lot of information available on the issues of social media etiquette, but the problem with this information is its scattertness. The student or business owner who needs that information can find it hardly anywhere from one point of information. This is a real need that the European Social Media Etiquette guide will address. What we learned during the research was that in order the information to be appealing it needs to be short and concise. This is good to keep in mind when writing the guide.

The literature review (as well as the focus groups) showed that social media etiquette is not country specific within Europe. There might be differences is a code of conduct between Europeans and users of social media from more distant cultures, and therefore cultural awareness is always necessary.

However, the focus groups revealed variation in the social media services used by different user groups in different countries and for different purposes. The 31 country wide survey will show us more specific differences between countries.

References

57 Social Media Policy Examples and Resources <http://davefleet.com/2010/07/57-social-media-policy-examples-resources/>

7 Tips For Proper YouTube Etiquette In 2012 (2012) in <http://kroq.cbslocal.com/2012/01/09/7-tips-for-proper-youtube-etiquette-in-2012/>, retrieved May 11, 2012.

A Twitter twutorial (2012) in <http://richardlittledale.me.uk/2012/02/21/a-twitter-twutorial/>, retrieved May 11, 2012.

Antony Mayfield (2008) What is social media? <http://www.icrossing.co.uk/>

Barnett, Emma (2012) Twitter etiquette: what you can and cannot say, Daily Telegraph (31 Jul 2012) in <http://www.telegraph.co.uk/technology/twitter/9440666/Twitter-etiquette-what-you-can-and-cannot-say.html#>, retrieved August 23, 2012.

ECCO Social media 2012 Integrating social media in communications <http://eccosocialmedia.wordpress.com/chapters/>

EPIC (Electronic Privacy Information Center) (2012) Social Networking Privacy in <http://epic.org/privacy/socialnet/>, retrieved June 12, 2012.

European Commission (2010) Communication from the commission to the European Parliament, the Council, the Economic and Social Committee and the Committee of the Regions. A comprehensive approach on personal data protection in the European Union. in http://ec.europa.eu/justice/news/consulting_public/0006/com_2010_609_en.pdf, retrieved June 12, 2012.

Eurostat Statistics Database in http://epp.eurostat.ec.europa.eu/portal/page/portal/statistics/search_database

Evans, Meryl K. (2009) 33 Ways to Use LinkedIn for Business on Gigaom.com, <http://gigaom.com/collaboration/33-ways-to-use-linkedin-for-business/>

Google+ Etiquette July 28, 2011 By mickey <http://www.gpluserinfo.com/google-etiquette/>

KauppaLehti (2012) @, # ja RT - Twitter-ohjeita aloittelijoille in <http://www.kauppaLehti.fi/etusivu/++ja+rt++twitter-ohjeita+aloittelijoille/201207219095?ext=rss>, retrieved August 25, 2012.

Kindelan, K. (2011) Will Europe's Online Privacy Laws Jump the Pond to the U.S.? Social Times (March 21,2011) in http://socialtimes.com/will-europes-online-privacy-laws-jump-the-pond-to-the-u-s_b42528, retrieved June 12, 2012.

Net Etiquette (2012) <http://www.albion.com/netiquette/>

Netiquette (2012) <http://www.networketiquette.net/index.html>

Odden, Lee (2012) Optimize : how to attract and engage more customers by integrating SEO, social media,

and content marketing . Hoboken, N.J. : Wiley, cop.

Seaman, David (July 18, 2011) Must-Know Google+ Etiquette For Newcomers <http://www.businessinsider.com/must-know-google-etiquette-for-newcomers-2011-7>, retrieved June 12, 2012.

J.C. Kendall, Published September 3, 2012 Why I Am Going To Block You – A Google+ Etiquette Guide <http://www.business2community.com/google-plus/why-i-am-going-to-block-you-a-google-etiquette-guide-0269507>

Evans, Meryl K (2009) 33 Ways to Use LinkedIn for Business, Gigaom, <http://gigaom.com/2009/07/13/33-ways-to-use-linkedin-for-business/>, retrieved June 12, 2012.

Guidance on Social Networking (2012) Thompsons solicitors.

Networketiquette.net (2012) LinkedIn Netiquette in <http://www.networketiquette.net/linkedin.html>, retrieved May 11, 2012.

Privacy Rights Clearinghouse (2012) Fact Sheet 35: Social Networking Privacy: How to be Safe, Secure and Social in <https://www.privacyrights.org/social-networking-privacy>, retrieved June 12, 2012.

Ross, J-M. (2009) A Corporate Guide for Social Media. Forbes, O'Reilly Insights in <http://www.forbes.com/2009/06/30/social-media-guidelines-intelligent-technology-oreilly.html>, retrieved 12 May, 2012.

Schaffer, Neal (2010) Why Your Company Needs a Social Media Policy and 14 Corporate Social Media Policy Examples in <http://windmillnetworking.com/2010/08/19/why-your-company-needs-a-social-media-policy-and-14-corporate-social-media-policy-examples/>, retrieved June 3, 2012.

Social Media Governance. A social media policy database. <http://socialmediagovernance.com/policies.php>

Socialmedia.biz, Best practices for developing a social media policy <http://socialmedia.biz/social-media-policies/best-practices-for-developing-a-social-media-policy/>

Socialmedia.biz, Social media policies <http://socialmedia.biz/social-media-policies/>

Top 5 Social Media Privacy Concerns 2012 (2012) in <http://www.reputation.com/reputationwatch/articles/top-five-social-media-privacy-concerns-2012>, retrieved June 12, 2012.

Whitney, D. (2011) YouTube etiquette for 2011 in <http://www.imediaconnection.com/content/29505.asp>, retrieved May 11, 2012.