



USE OF SOCIAL MEDIA - BEST PRACTICES -



Social media are changing the way we communicate and how we stay connected. Information circulates at a dizzying speed and the use of social media is becoming more frequent for ESDC employees. Whether you are teleworking or physically at work, keep in mind some of the best practices:

Be Meaningful!

Use meaningful and efficient social media platforms that allow you to stay connected with your team and be aware of important updates (i.e. Twitter, Facebook, Slack, etc.)



Be Innovative!

Innovation is the cornerstone of what we do at ESDC! Do not hesitate to suggest other innovative social media platforms to your team and manager. There is almost a social media for every need and purpose!



Be Prudent!

It is a fact! Information on social media is public, rapidly circulates and is easily accessible. Let's be prudent when posting a comment on social media and remember that only officially authorized employees can speak on behalf of ESDC.



Be Well Informed!

Wise person said: Being well informed is gold! Seek advice from available resources (i.e. your manager, ESDC Code of Conduct) and use your judgement before sharing any information on social media to avoid regrettable situations.



Be responsible!

ESDC is in the heat of action of Government of Canada's role in supporting Canadians! By holding ethical responsibilities and avoiding negative use of social media, we all contribute to ESDC's mandate in helping Canadians. Remember! We all represent ESDC.



STAYING CONNECTED
Engaging • Mobilizing • Empowering

