

8 essentials of social media etiquette



Social media rules can be complex and confusing, writes BuzzFeed Senior Writer Tom Phillips, who offers eight ways to navigate online.

- 1. Know the lingo.** For example, some people call any picture on social media a selfie, when that term only refers to photos taken of the subject, by the subject.
- 2. Approve sparingly.** A simple click can show you agree with something—but be careful. Giving a thumbs up can be unclear on Twitter. Is it a high-five or an invitation to flirt?
- 3. Don't be vague.** If you need to call someone out, call them out.
- 4. Remember, not everything needs a hashtag.** Putting a hashtag on #every #little #thing or in an #efforttolooklikeyouknowwhatyouredoingis messy and bizarre.
- 5. Use each platform for its purpose.** Twitter, Facebook and LinkedIn all have different purposes and audiences. Keep them separated—LinkedIn is work-oriented, and the other two are social.
- 6. Don't obsess over retweets.** Retweeting doesn't build a good online experience.
- 7. Slow down.** When you're tempted to react, take a breath— and hit delete instead of post.
- 8. Take it all with a grain of salt.** Just remember that others have their own ideas about the rules, too.

— Adapted from "[Mind Your Manners: A Timely Guide to Social Media](#)," Tom Phillips.