

Co-op Online Netiquette Guide

To easily understand how you, as a co-op member should conduct yourself online in the social media world, simply apply many of principals of co-operative / community living. After all, social media is a co-operative and you will see why in the comparison chart below:

Co-operative Community	Social Media Community
Treat your fellow members with respect.	Post online in a respectful manner.
A co-operative community is made up of a diverse group of individuals who work together for common goals.	A social media community is made up of a diverse group of individuals who share information for common goals.
Always display a positive attitude towards your fellow members and receive the same in return.	Keep your posts positive. People enjoy engaging other positive people online.
Help out your fellow members when they need it. Build friends and relationships.	Share helpful information and dialogue. Build friendships and establish online relationships.
Never be negative or call out a fellow member. Never respond to negativity in kind.	Never post in a negative manner and never respond to negative comments.
Respect every members privacy.	Never post anything of a personal nature online. Remember, everyone can see it.
In a co-op community, it's all about sharing.	In social media, it's all about sharing.
In a co-op community, you get out of it what you put in.	In a social media community, you get out of it what you put in.









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The DOs and DON'Ts of social media:



Recommended Practices

-  Keep your personal and professional channels separate. Set up two different profiles or accounts be clear about the purpose and audience for each.
-  Complete your profile with accurate information about you and your business. Use your real name and your own photo so that others can feel connected to a real person.
-  Offer information of value. Refrain from just talking about yourself and your company. Provide interesting, clear and relevant content that will be of benefit to others.
-  Take NO for an answer. If someone does not want to be your friend, accept it gracefully. They have the right to make that decision and you must accept it.
-  Make sure your posts are factual. Do your research and support your opinions with facts.
-  Respect copyrights. When reposting content, always credit the original source.



Discouraged Practices

-  Do not approach strangers and ask them to be friends in order to try to sell them on your talents, ideas, products or services. You will quickly lose credibility.
-  Don't send out requests for invitations to play online games, take personality tests, or other timewasters for those using the site.
-  Avoid putting anything on the Internet that you don't want your boss, future boss, current client, or potential clients to read.
-  Never post when you are exhausted, inebriated, jet-lagged, angry, or upset.
-  Never post in a negative manner and do not reply in kind to negative posts. Stay above the fray.
-  Do not over-post or over tweet. Your audience will become very tired of you and your information may not be taken seriously and perhaps will even be skipped over.

