Post It or Private: Should I Share This On Social Media?
Review each scenario and decide if the content is something you should or shouldn’t post on social media

Scenario 1
You were out celebrating a birthday with friends at a club. After a few drinks, someone decides it would be funny to take a picture of you pretending to be passed out next to everyone’s empty alcohol bottles and glasses. Do you share this picture through social media?

Choices
- Yes, I share it
- Yes, but I share it online privately only to the friends who were there
- No, I don’t share

Feedback
If you said Yes, I share it
While the friends who were out with you would understand that that the picture was a joke and you weren’t really passed out, others who see it may not understand. This picture could be seen and shared by a large number of people which could be embarrassing or give people a bad impression of you. Many employers have said they look up potential employees through social media and are less likely to hire someone who has pictures or makes references to excessive alcohol use.

If you said Yes, but share it privately only to the friends who were there.
Your friends who were there should understand the joke. There is some risk that your friends may share the picture with others which could have embarrassing consequences for you and may be a negative for future employers.

If you said No, I don’t share
This type of picture could be funny for those who were there, but may be confusing or give a bad impression to others. It may be safest to keep this offline to avoid negative consequences.

Scenario 2
Your summer softball team won a major tournament. You have a picture of your team holding a trophy. Do you share this picture through social media?

Choices
- Yes, I share it and tag all of my team members in the picture
- Yes, I share it but I only tag myself ask others to tag themselves
- No, I don’t share it
Feedback

If you said Yes, I share it and tag all of my team members in the picture
Sharing interests and hobbies through social media can be a good way to meet others with similar interests and to show potential employers that you’re well-rounded. Not everyone likes having their picture tagged, so it’s more polite to ask people to tag their picture if they want to instead of tagging it for them.

If you said Yes, I share it but I only tag myself ask others to tag themselves
Sharing interests and hobbies through social media can be a good way to meet others with similar interests and to show potential employers that you’re well-rounded. Asking others to tag themselves gives them a choice about whether or not their picture is tagged. Your friends may appreciate having that choice.

No, I don’t share it
It’s your choice whether to share information online, but there would unlikely be negative consequences if you did. By sharing you may be able to connect with others with the same interests and could show potential employers that you are a well-rounded person with interests and hobbies outside of work.

Scenario 3
You hear a great joke about something you’ve experienced as a member of your culture. The joke might be considered a little offensive to some, but you think it’s very funny and know many people that will love it. Do you share it through social media?

Choices
- Yes, I share it
- Yes, but I only share it privately to certain friends or family in my community
- No, I don’t share it online

Feedback

If you said Yes, I share it
While you may find it funny, your content could reach many people who don’t share your views. Everyone has a different sense of humour and you may unintentionally hurt or anger someone. You also may be making a bad impression on potential future employers if they found this content online.

If you said Yes, but I only share it privately to certain friends or family in my community
This is a safer option compared to posting it publicly, but still could have some risk. Your friends or family may share the content themselves to others. Everyone has a different sense of humour and they may not appreciate the joke even if you thought they would.

If you said No, I don’t share it online
This is the safest choice. It’s nice to make people laugh, but everyone has a different sense of humour that may not match yours. Consider if the joke is worth offending your family and friends, risking your job, receiving death threats, or worse?
Scenario 4
You read something political online that makes you very angry. You want to share your views about it. Do you share this on social media?

Choices
- Yes, I write an angry post with swearing and insults and share it
- Yes, but I wait until I’m less angry and write a thoughtful response
- No, I don’t share it online

Feedback
If you said Yes, I write an angry post with swearing and insults and share it.
When you’re angry you may write things you’ll regret later. Some people will be upset by swearing, name calling or insults and would respond better to a well-written response that’s more respectful. Potential employers prefer a person who shows strong communication skills and may dislike those candidates who use foul language. It’s better to wait until you can express yourself more calmly and respectfully.

If you said Yes, but I wait until I’m less angry and write a thoughtful response
This is a great choice. It allows you to use social media to express your views but does it in a way that you’re unlikely to regret later. You may also want to include information telling people how they can take action or learn more. This could include linking to a website or providing information on ways to contact government representatives with concerns.

If you said No, I don’t share it online
This is always an option of course, but in our world of information, individual voices are very important. Social media gives us an important communication channel to leverage for causes we feel strongly about, let’s use them to our advantage!

Conclusion
Social Media Savvy
Congratulations! You now know a bit more about when it is appropriate to post on social media, and when it isn’t.

Social media is a useful tool, as long as you use it wisely. It can connect you to peers and provide a space to share your views, but it can also affect how you are perceived by others, including potential employers.

Remember: think before you post!