

Cyber Wellness

DO and DO NOT principles for Social Media

1. **DO NOT** post or send anything that could be embarrassing if specific people saw it. Before posting, think about what people might think or say when viewing the post.
2. **DO** start early in building a positive online reputation. Everything, from the first post onwards, affects the way people are perceived.
3. **DO NOT** compromise your identity. Identity theft is everywhere, never post personal details online (e.g. phone number, address)
4. **DO** be considerate of others when posting and interacting. If someone does not want to talk, then move on and always act with permission from others.
5. **DO NOT** vent. Especially about specific people/organisations. People are judged based on their online posts.
6. **DO** be careful of oversharing. This may give the wrong impression of what a person is trying to achieve
7. **DO NOT** hang around with the wrong crowd online. This puts a person at risk of being victimized and allows for negative associations.
8. **DO** set up the privacy settings on accounts. This protects an account and user from negative comments and reduces risk.
9. **DO NOT** post or respond online when emotions are high. Take a step back and let things calm down – this can save a lot of trouble.
10. **DO** secure your profile. Using complex passwords and available fail safes (SMS protection)
11. **DO NOT** broadcast one's location online 'Checking in' everywhere on social network gives people an indication of habits.
12. **DO** conduct regular Google self-searches. This allows a constant awareness of what is online and what should not be there.
13. **DO NOT** disrespect the dignity of others, some topics are sensitive online e.g. religion and politics. This may cause tension or offense between people online and is best avoided.
14. **DO** separate professionalism from pleasure. Keep profiles for professionalism entirely separate from personal.



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