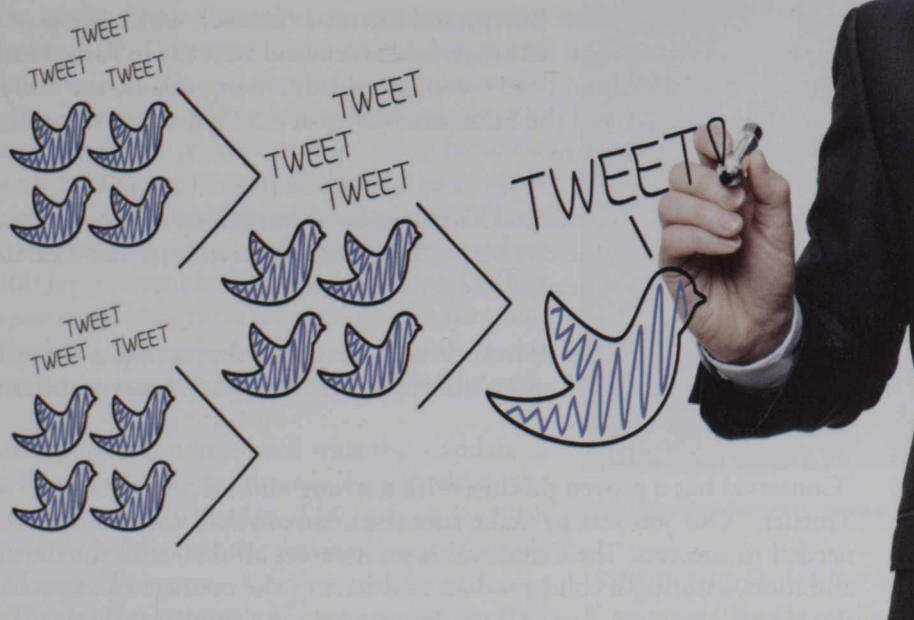


Lambert says his embassy's tweets are "striving toward agility," although there's a steep learning curve. "I'm not a techno-wonk." He's pleased that his university-aged children have "friended" the mission on Facebook, he says, "and apparently they're not embarrassed by the quality of the site or my meanderings."

Barrett's 12-year-old twins are impressed that he's tweeting, although son Matthew has advanced far beyond his father in technological know-how. "He's already advising me."



## A WORD TO THE WISE

Consider the following guiding principles before interacting on any social media platform:

- ▶ Common sense is your best tool: If you wouldn't do it on TV or in any other public forum, don't do it on social media platforms.
- ▶ Perception can sometimes be as damaging as reality: At all times, indicate whether you are posting an item in your personal or your professional capacity.
- ▶ Nothing is really private on social media sites: Always read a site's user agreement to clearly understand who owns the content you wish to publish.
- ▶ There is no undo button on the Internet: Once you post it, upload it, comment on it, "like" it, tweet it, or interact in any other way with a site's content, assume that your contribution will be online permanently.

—DFAIT Policy on the Use of Social Media

## SOCIAL MEDIA HOW-TO

DFAIT has a new policy to guide employees who use social media on an official, professional or personal basis. The Policy on the Use of Social Media applies to all staff and contractors, and is supported by the Social Media Toolkit, both of which are available on the DFAIT intranet. Training sessions are also being developed.

The policy is designed to make it possible to engage in social media in a manner that:

- ▶ supports the department's services and activities;
- ▶ promotes the effective use of communications resources;
- ▶ maintains the appearance and substance of the department's good public reputation; and
- ▶ complies with applicable policies and legal requirements.

Existing social media accounts that do not meet the policy's requirements must be revised, in collaboration with DFAIT's communications bureaus.

*You can follow the model Twitter ambassadors; Barrett at [twitter.com/CanAmbAustria](https://twitter.com/CanAmbAustria), Lambert at [twitter.com/CanAmbNL](https://twitter.com/CanAmbNL), and of course the corporate Twitter feed at [twitter.com/DFAIT\\_MAECI](https://twitter.com/DFAIT_MAECI).*