

# Social Media Guidelines



## *Being A Good Social Citizen*

We believe that being a good social citizen includes the 6 following guidelines:

### BE HUMAN



The social web is like a dinner party. Be your friendly self and use good manners.

### BE ENGAGING



Find others who share your interests, post content and questions that encourage thoughtful discussion.

### BE ACCURATE



Make sure any news you report has been verified, that you have proper rights and give credit when sharing someone else's content.

### BE HONEST



To err is human. If you make a mistake, admit it and correct yourself quickly.

### BE CONSIDERATE



Encourage healthy debate but don't inflame others. Find ways to politely disagree, if needed.

### BE SAFE



Protect your privacy by adjusting settings to your comfort level and being mindful of the personal information you share.

## *Be A Great Global CHE Enterprises Advocate*

We are honored that you want to make us part of your story and want to share with your network. We want you to feel comfortable representing Global CHE Enterprises on social media while maintaining your individuality. Global CHE Enterprises has no better advocates than its employees and volunteers! If you would like to share with your network we ask that you abide by the following guidelines as an advocate of our organization.



### *Social Platform Guidance*

- Have fun when you share Global CHE Enterprises!
- It is okay to include your affiliation in your profile bio but not your username. For example, use @jane rather than #globalchejane.
- Using the Global CHE logo as your profile image may mislead our followers. It is more effective if you are an advocate through your posts.
- If you write about us in a blog, it is best to be transparent and mention your affiliation at the beginning of your post.
- We recognize that "Global CHE Enterprises" is a long name. Feel free to use "Global CHE" or "GCE".
- Ensure that your photos adhere to the 6 good social citizen guidelines as described above.



Join us on Instagram using: [@global.che.enterprises](#)



Join us on Facebook using: [global che enterprises](#)



Join us on Twitter using: [@GlobalCHEent](#)



Please use our associated hashtags [#gce](#) [#globalche](#) [#che](#)