

# MANAGING HARASSMENT AND NEGATIVITY ON SOCIAL MEDIA

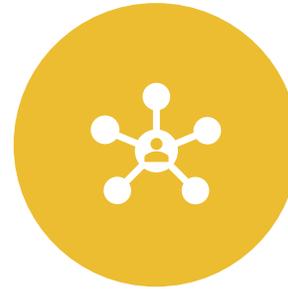
**ELM** Environmental  
LEADERSHIP MATTERS

#KEYBOARDCOURAGE  
#BEWAREOFTROLLS  
#HAPPYWIFEHAPPYLIFE

# SOCIAL MEDIA: A GROWING CONCERN



Social Media is evolving into an increasing source of negativity and hostility amongst users.



Combative conversations that originate online tend to transfer to our physical existence.



Research on face-to-face groups discovered that discussion among like-minded people radicalizes their average opinion.



Reliance on social media for news, entertainment and social interactions is a day to day growing trend.

## STATISTICS ON SOCIAL MEDIA HOSTILITY

Results of an online survey published in the 2009 New York Times best-seller "*Crucial Conversations*" revealed of the 2698 respondents:

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76 %

Have witnessed an argument over social media.

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19 %

Have decreased in-person contact with someone because of something they said online.

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88 %

Believe people are less polite on social media than in person.

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81 %

Say the difficult or emotionally charged conversations they have held over social media remain unresolved.

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# CHALLENGES OF SOCIAL MEDIA

*"Social media platforms allow us to connect with others and strengthen relationships in ways that weren't possible before. Sadly, they have also become the default forums for holding high-stakes conversations, blasting polarizing opinions and making statements with little regard for those within screen shot."*

*"We struggle to speak candidly and respectfully in person, let alone through a forum that allows no immediate feedback or the opportunity to see how our words will affect others."*

Joseph Grenny, Co-author Crucial Conversations

# NAVIGATING SOCIAL MEDIA

## *Do:*

- Know your audience
- Agree to disagree
- Respect personal boundaries
- Establish mutual purpose
- Engage in thoughtful dialogue
- Discuss hot-button issues privately
- *Put down the phone* or walk away from the computer before engaging.

## *Don't:*

- Forget the conversation is PUBLIC
- Post vague comments
- Use sarcasm (difficult to interpret)
- Forget that what you say can and will be held against you
- Engage with users or comments that do not contribute to the discussion at hand
- Respond *emotionally*. Time will change the reaction.

# KEYBOARD COURAGE

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An online forum provides a false sense of anonymity or, if not anonymous, security for people to say and react in ways that they wouldn't typically do in the 'real world'.

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It is important to differentiate between what is keyboard courage and what is genuine dialogue.

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Keyboard courage posts/comments often are intended to *create unnecessary confrontation or conflict*.

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If a post doesn't contribute in a healthy way to a dialogue and is simply criticizing, slandering or making noise, it should be disregarded.

## TIPS FOR COMMUNICATING BOTH CANDIDLY AND RESPECTFULLY ON SOCIAL MEDIA

### Check your motives:

- Social media hasn't only changed the way we communicate, it has modified our motives. Ask yourself, "Is my goal to get lots of 'likes' (or even provoke controversy)?" or "Do I want healthy dialogue?"

### Replace hot words:

- If your goal is to make a point rather than score a point, replace "hot" words that provoke offense with words that help others understand your position. For example, replace "that is idiotic" with "I disagree for the following reasons . . ."

### Pause to put emotions in check:

- Never post a comment when you're feeling emotionally triggered. Never! If you wait four hours you're likely to respond differently.

### Agree before you disagree:

- It's fine to disagree, but don't point out your disagreement until you acknowledge areas where you agree. Often, arguers agree on 80 percent of the topic but create a false sense of conflict when they spend all their time arguing over the other 20 percent.

### Trust your gut:

- When reading a response to your post and you feel the conversation is getting too emotional for an online exchange—you're right! Stop. Take it offline. Or better yet, face-to-face.

# HOW TO MODERATE POSTINGS

Closed vs. Open Groups (invitation only)

Set account restrictions:

- Who can join group
- Who can post
- Who can share
- What content can be shared

Set commenting permissions

Designate Group Administrator to monitor activity

Regionally Specific Content

Avoid Political Statements/Posts

Avoid Opinion based posts

# SOCIAL MEDIA MARKETING TIPS FOR EVERY PLATFORM

Create a specific strategy for each social media platform

- Why am I using this platform?
- Is this social media platform a good fit for my organization? If not, consider a more appropriate choice.
- Who will reach on this platform?
- What post types work best on this platform?
- How are my posts unique to this platform?

Be consistent

Focus your Messaging

Keep an eye on what's trending

Measure and analyze results

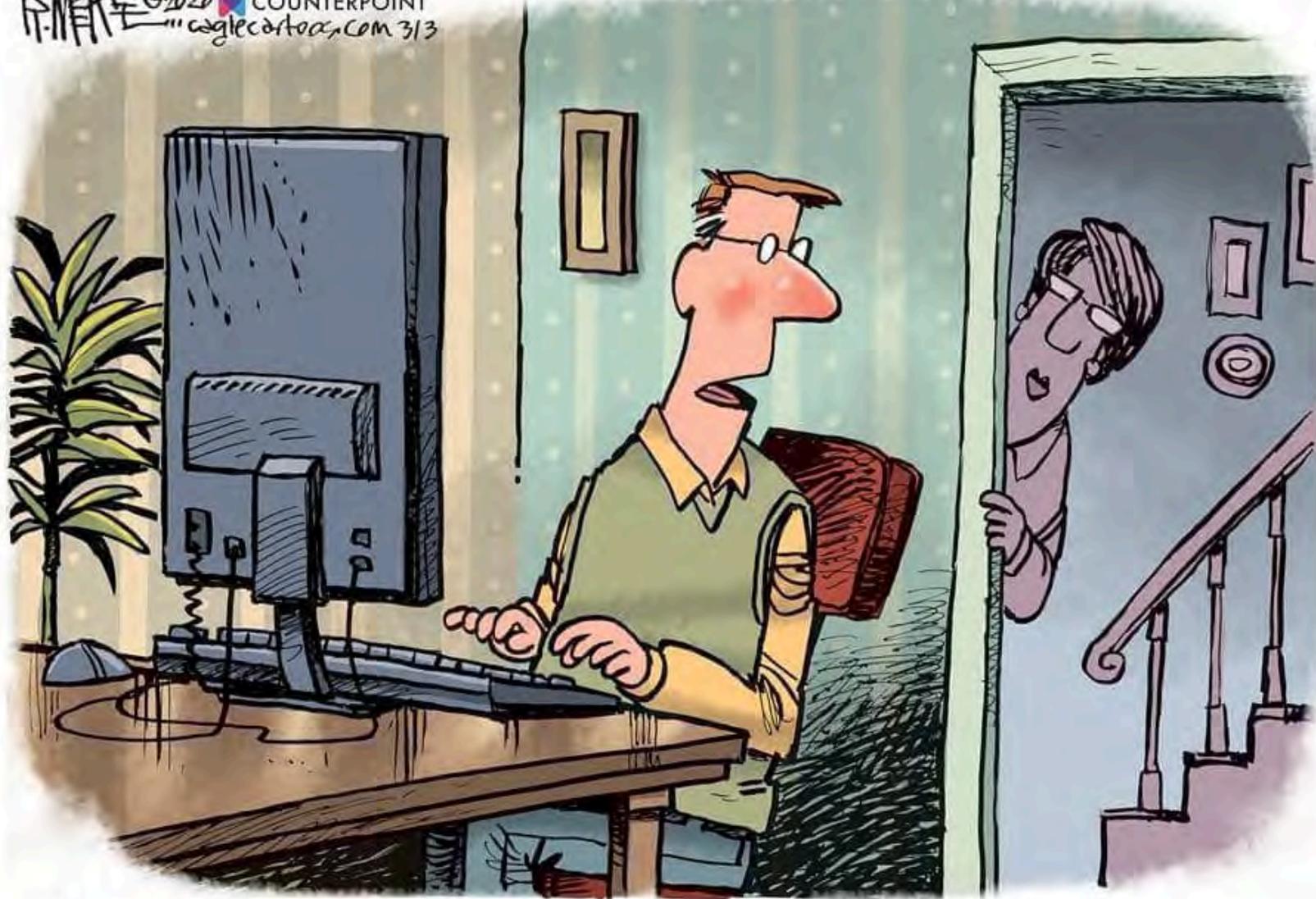
- Reach and engagement for Facebook
- Impressions, retweets and mentions on Twitter
- Clicks, impressions and interactions on LinkedIn
- Engagement and impressions on Pinterest
- Likes, comments and mentions on Instagram
- Views and engagements on Instagram Stories

Join in on communities

- Network with other Synergy Groups

Interact with your audience

Involve your entire team



"THAT'S ODD: MY FACEBOOK FRIENDS WHO WERE  
CONSTITUTIONAL SCHOLARS JUST A MONTH AGO  
ARE NOW INFECTIOUS DISEASE EXPERTS...."

# RESOURCES

- <https://www.vitalSMARTS.com/crucialskills/author/angela-walston/page/6/>
- <http://static.vitalSMARTScdn.com/downloadredirects/fbebookredirect.html?elq=~~eloqua..type--emailfield..syntax--recipientid~~&elqCampaignId=~~eloqua..type--campaign..campaignid--0..fieldname--id~~>
- <https://www.psychologytoday.com/ca/blog/friction/201807/why-social-media-makes-us-angrier-and-more-extreme>
- <https://sproutsocial.com/insights/social-media-tips/>