

# WHAT IS SOCIAL MEDIA?

Any digital tool that allows users to quickly create, publish and share content with the public.

A wide range of websites and apps, specializing in sharing links, messages, photos and videos.



## SOCIAL MEDIA FOR BUSINESS CAN INCLUDE:

- Promoting Brands
- Marketing Products
- Connecting to Customers
- Attracting New Business



## WHEN POSTING ON YOUR OWN PERSONAL MEDIA SITE be aware of the following:



Identify yourself as an employee before endorsing our organization.



Do NOT share confidential Information about our organization

Do NOT use social media to discredit or criticize competitors

Do NOT post hate speech, illegal activity, defame others or post copyright infringement



## REPORTING QUESTIONABLE SOCIAL MEDIA ACTIVITIES:

On-line behavior can have a major, immediate impact on your and our organization's reputation.

Our [Social Media policy](#) can provide guidance. If you have questions about social media, contact [social@assurant.com](mailto:social@assurant.com).

