

Ethics and Social Media: Quick Tips for Avoiding an Ethical Dilemma

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Next-Gen Legislators Pre-Conference
Capitol Forum 2015

Social media is a useful and powerful tool

- Accessibility
- Cost (or lack thereof)
- Ease of use



Smart tactics to employ when using social media

- 1) Avoid the appearance of impropriety
- 2) Think, think again, act (or react)
- 3) Don't be mean

Avoid the appearance of impropriety

- Smell test

- If you think it may be a bad idea, don't do it

- Err on the side of caution

- Inaction over action



Think, think again, act (or react)

- Think about your post, comment, “like” or tweet
 - Ask yourself, “Is this a good idea?” and “what’s the worst that can happen?” – think about potential consequences
- Think again (slowing the process down)
 - Can your words be taken out of context?
 - Avoid Sarcasm
- Act (or react)
 - After thoughtful deliberation, thinking about all of the angles, go ahead! Social media is meant to be used.

Seriously, don't be mean

- This may sound silly, but it's extremely important to smart and ethical social media use
- Face to face communication versus social media
 - Don't belittle, instigate, or inflame
- Healthy debate v. petty argument
 - Facebook's "memories"



Thank you!

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