



ONLY YOU  
Can Prevent  
Social Media Fires

CLEVERDOGS  
MEDIA



# ABOUT US

A marketing agency that believes first and foremost in **content**.

We have:

- a combined **75 years of experience** in business ownership, technology, media management, marketing and entrepreneurship.
- more than **30 professional partners** located throughout the United States.
- **certification** in Inbound Marketing, Social Media Project Management, Google Analytics and many software applications.







# WHAT WE DO



**Custom Content**



**Website Development**



**Marketing Plans**

# CLIENTS



**JM** JOHNSON  
MEMORIAL  
HEALTH



**GARMENT  
FACTORY  
EVENTS**



**THE  
WINE  
MARKET**



**INDIANA  
RETIRETEACHERS ASSOCIATION**



**Academy Animal Hospital**  
Est. 1977



**Leadership**  
JOHNSON COUNTY  
at FRANKLIN COLLEGE



**techlocity**



**B BEMIS  
GROUP LLC**



**ASPIRE**  
JOHNSON COUNTY



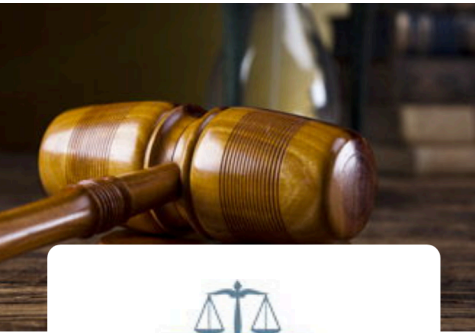
**JOHNSON COUNTY  
DEVELOPMENT CORP**



**arête**  
purpose consulting



**SHERMAN &  
ARMBRUSTER**



**SCHAFSTALL • ADMIRE**



**TASTES LIKE  
CHICKEN**  
ROCK POP R&B DISCO



**Deppe Fredbeck & Yount**  
ATTORNEYS LLP



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# HAVE YOU BEEN IN A SOCIAL MEDIA FIRE?





# THE SCOPE OF SOCIAL MEDIA FIRES

- 43% of companies say social media misuse is an issue they have to deal with.
- 65% of companies have social media policies.
- 18% of employers have fired someone for something they posted on the employee's personal social media.
- 85% of companies less likely to hire someone who has inappropriate posts.



# WAYS TO GET FIRED OVER SOCIAL MEDIA POSTS

- Post confidential information about your company.
- Bad mouth your company's clients.
- Disrespect your company.
- Post off-color or racial remarks.



# WAYS TO GET FIRED OVER SOCIAL MEDIA POSTS

- Post **inappropriate** photographs.
- Post videos of your **co-workers** or **inside workings** of your company.
- Trash talk your **boss**.
- Play **hooky** from work and **boast** about it on a post.





# HOW TO FIGHT SOCIAL MEDIA FIRES

- Have a plan to deal with negative comments - including by current, former employees.
- Respond quickly, thoughtfully.
- Fix issue and tell the story.
- Know difference between trolls, angry customers.



# HOW TO FIGHT SOCIAL MEDIA FIRES

- Address rumors.
- Diffuse with humor.  
(CAUTION)
- Post about your  
community involvement.



# HOW TO PREVENT SOCIAL MEDIA FIRES

- Remember: Every post is **public**.  
Can be used against you in court.
- Have a **social media plan**  
on usage, messaging.
- Control the keys (**avoid interns**).
- Avoid **politics**.
- **Think** before posting.







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[CleverDogsMedia.com](http://CleverDogsMedia.com)