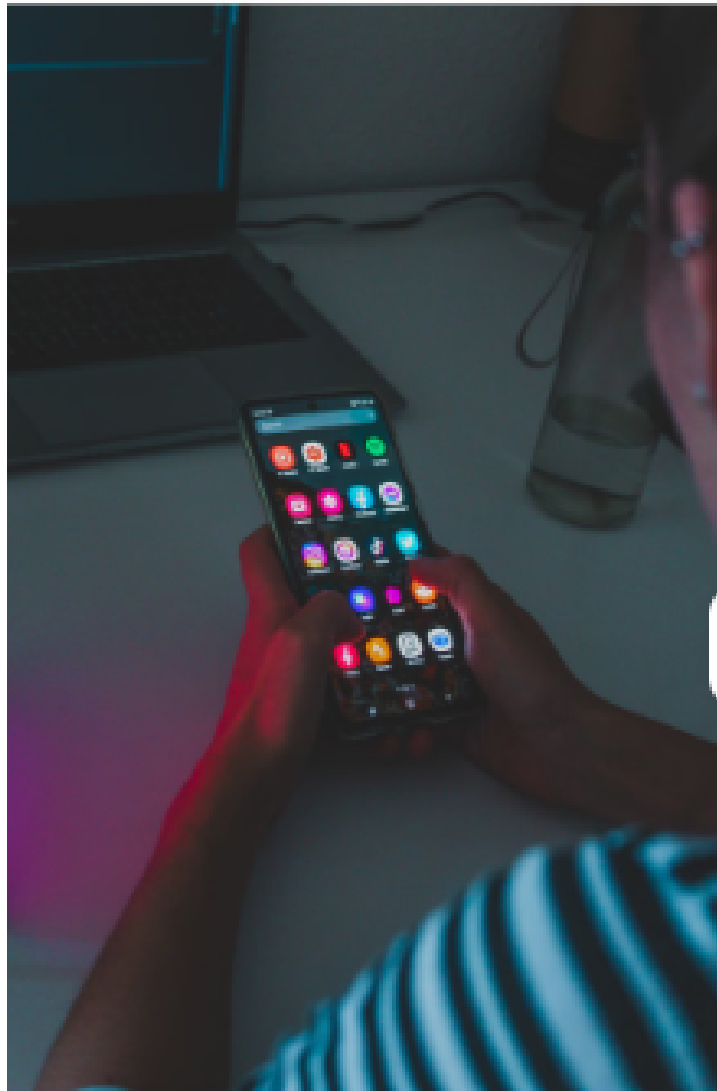# Unit 4 – Lesson 1:Ethics and the Five MainMistakes in Social Mediain SocialMedia

Social media is a tricky place for brands. Big companies like Nestle, The Red Cross, and Kenneth Cole have made big mistakes with socialmedia. It's not just about bad public relations; it's about knowing how to work with social media without making errors.

Main Points to Remember:

1.Be Honest About Endorsements:

If a brand pays someone, like a blogger, to say good things about them, they must tell people. Wal-Mart got in trouble for not being open about supporting bloggers who wrotenice things about them.

2.Don't Hide Who You Are:
It's not good to secretly write good things about your products or bad things about others. The CEO of Whole Foods did this and got caught. People need to trust you, and being sneaky ruins that trust.

3.Respect Privacy:
Brands like to use customer information to make better ads. But, if they use too much private information, customers get scared. For example, DoubleClick tried to mix offline shopping data with onlineprofiles and people didn't like it.

4.Be Careful with Employee Posts:
Employees might want to talk about their company online. They need to say they work for the company when they do. Google had a problem when an employee criticized Google+ by mistake on Google+.

5.Don't Use Others' Work Without Paying:

Brands shouldn't get creative work for free. They sometimes hold contests for ads or designs, but often the winners are professionals who should be paid. Also, taking ideas from agencies without hiring them is not fair.

Avoiding these five mistakes is important, but it's not everything. Brands can still make mistakes on purpose. But being careful about these points lowers the risk.

Remember, being ethical and respectful in social media is key for brands to succeed and maintain trust with their audience.

Taken and adapted from:
https://www.forbes.com/sites/davidvinjamuri/2011/11/03/ethics-and-the-5-deadly-sins-of-social-media/?sh=52d0358f