

Social media safety for business owners

We all need to stay safe on social media, but we all need to promote our businesses online too. Here are our top tips for striking a balance:

Don't share personal details you don't need to

Do your followers need to know your birthday or your home address? No, unless they're close friends and family and know those details already.



Check your old profiles

If you have social accounts you don't use any more, check that they have been deleted. If you've used the same platform for years, make sure you haven't shared sensitive information in the past.



Take care with photographs

When you share a photo online, make sure you haven't revealed any details that would make it easy to steal your identity, like credit card numbers, account numbers or addresses.



Keep your business and personal social media accounts separate

Use completely different profile pictures so you can easily see which account you're posting to. Avoid mixing up your accounts by scheduling your business social media posts.



Look after your mental health

If social media makes you feel anything other than positive, take a break. Consider outsourcing your business social and don't worry about the rest – real friends will understand.



Get
Ahead
your virtual agency