



## **Don't Let Social Media Missteps Ruin Your Reputation!**

It seems like almost daily I read about individuals, companies and organizations finding themselves on the wrong side of a social media post and dealing with significant backlash as a result. Community Behavioral Healthcare Organizations are like any other business and must think strategically about social media. After all the hard work CBHOs have done to address stigma associated with mental health and substance use disorders, it is important to make sure that we continue that positive movement forward and don't lose ground over an errant social media post by your agency or even one of your staff members!

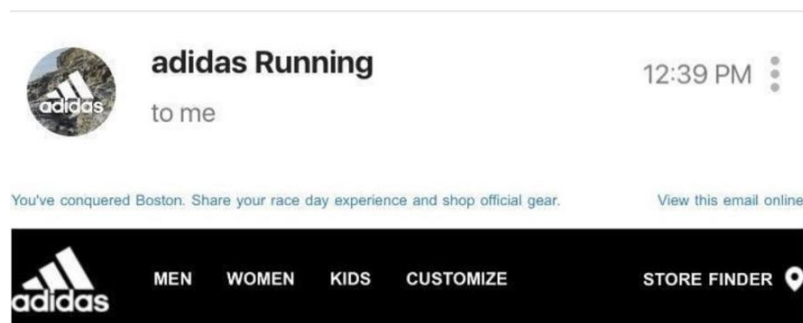
The challenging part is that every organization knows that they should be continually examining their social media ecosystem, but who has the time? In frustration, many are tempted to take a "what I don't know can't hurt me" approach. But that has inherent dangers as well.

Some might ask, "why mess with social media at all then!?" It is a fair question that is leading some individuals to simply shut down their social media accounts all

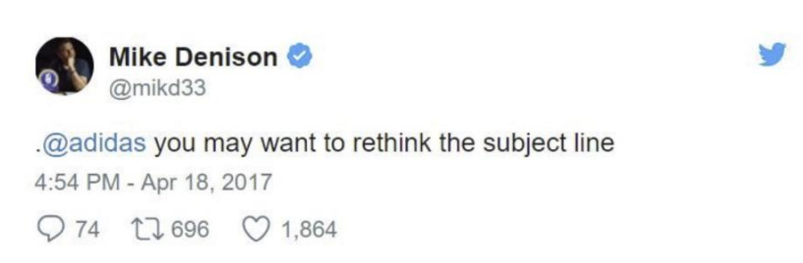
together. For organizations however, social media is a necessary tool in today's society. In particular, for CBHOs, it helps connect to people who may be current and future clients. Public perception is everything; one polarizing post can alienate some of the very people you are dedicated to serving.

Here's a great example of a small mis-phrasing that created an enormous perception challenge. In 2017, four years after the tragic Boston Marathon bombing, Adidas sent out this message to their app users who ran the Boston marathon that year:

Congrats, you survived the Boston Marathon!



It was obviously meant to congratulate athletes on completing what is a very physically demanding race. But for a lot of runners, it conjured up traumatic memories and they took to social media to let Adidas know about it.



We at MTM know that we are not immune from potential social media mishaps, so last year we brought in new MTM team member to help. [Samantha McLean](#) is a social media specialist who led us through a Social Media 101 training and a review of every team member's social media posts to confirm that we didn't have any challenges that needed to be addressed. Though we didn't have anything that was of major concern, we were

surprised that the review turned up posts that were off topic or irrelevant to our mission, some things that were not formatted as well as they should have been, and a few posts, including one from me, that had the potential to be polarizing.

Here is an example - it was football season, and I'm a huge football fan. On my personal Twitter feed that identifies me as the President of MTM, I shared what I thought was a funny joke: "Everyone in the country not in the NE is about to actively pull against the Patriots!" No big deal, right? But Samantha pointed out that, potentially, many clients in the Northeast, folks I have worked with for years, would not find that joke funny. Could this hurt our business relationships? And was my attempt at humor worth it?

Now in this case Samantha did not order me to take it down, nor would she for you, but what Samantha can do for you and your team is broaden your thinking -- what could be problematic and how to respond. For me, I ultimately decided to delete the tweet after she showed me how it could impact other's perceptions of me and MTM.

Samantha is a fresh set of neutral eyes who can give you an unbiased opinion that will help you make sure that your message is where you want it to be. She also serves as a staff extender for MTM clients who want to keep up with social media reviews but are stretched too thin to make that happen.

Your staff are the heartbeat of your organization -- the people who the public associates with on a day-to-day basis and a reflection of your organization's values. In today's world, individual social media content extends their exposure beyond the work environment. Samantha McLean can help manage this tricky new world.

Click [here](#) to learn more about Samantha and how she can help your organization.

For more information about MTM Services, or to schedule a free planning meeting, please visit [www.mtmservices.org/contact](http://www.mtmservices.org/contact), email [MTM Director of Operations](mailto:MTM Director of Operations) or call (919) 387-9892.

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***"We are grateful to help those who help others."***

**Scott Lloyd**  
**President, MTM Services**

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