

these two areas of life are increasingly melding into one, in part because of social media. Thus, before merging both professional and personal social media accounts, the pros and cons need to be weighed.

What is acceptable on a personal account that might be seen by professional connections? Consider how you want your [brand identity](#) to appear on social media. This brand has a personality, showcasing the television shows you like to watch, your hobbies, books you have read recently, and family pride. Let people know you are a full and rich person with a variety of interests.

Developing a brand identity involves creating an online persona that is multifaceted but would not stand in the way of a promotion, client relationship or a position with another company. You need to be constantly cognizant to lead with your best foot forward and communicate strategically, so anyone who views your profile will have the impression that you want them to have.

### **Learn to Leverage Social Media for a Cohesive Online Identity**

Using one set of social media sites for all of your needs allows for simplicity. It will also make you more aware of everything you post. One concern about using both professional and personal social media accounts is the fear of accidentally posting a personal message to the professional account.

This is especially important for those employed as social media managers who post social updates for their company or client brands, for whom posting to the wrong account could cost them their job. A famous example of this was when a member of the KitchenAid social media team [accidentally posted an offensive tweet about President Obama](#) from the brand's Twitter handle instead of his personal account during the 2012 presidential debate.

Accidental personal tweets by big brands have drawn a lot of press over the last few years, but some brands have tackled the mistakes head-on and creatively turned the mistakes into positive press.

For example, when the American Red Cross posted an inappropriate personal tweet about drinking Dogfish Head beer on the organization's Twitter account, the brand quickly deleted the tweet and acknowledged it with a clever follow-up tweet: "We've deleted the rogue tweet but rest assured the Red Cross is sober and we've confiscated the keys." This swift and good-humored action taken by the nonprofit's communications team ultimately elicited a positive response from followers and led to distributors of Dogfish launching beer-for-blood campaigns offering free beer to patrons who donated blood.



Ryan found two more 4 bottle packs of Dogfish Head's Midas Touch beer.... when we drink we do it right [#gettngslizzerd](#)

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Of course, avoiding any incendiary topics, inappropriate content or offensive posts is a surefire way to ensure you maintain a respectable image on any social profile, but communication training can help you to think quickly and overcome potential public relations disasters with finesse.

Queens University of Charlotte's [online Master's in Communication program](#) helps professionals understand how to leverage social tools and the latest communication theory to advance their personal and professional goals. [Contact Queens University of Charlotte](#) today to learn more about utilizing all communication platforms to their full potential, both personally and professionally.

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