



## Being Mindful on Social Media

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You've heard it over and over -- *we are in unprecedented times*. So now, more than ever, we should be mindful of the messages we are sharing on social media. Social media can be a powerful tool for sharing accurate information and, unfortunately, it can also be a tool to fuel misinformation and fear. Here are some best practices to keep your social media sharing accurate and helpful:

### **Share only from valid sources.**

If you are sharing COVID-19 related messages, make sure they come from a reliable source like the CDC, your official state sites, major news organizations, etc.

### **Use the *We're Here* campaign.**

The *We're Here* social campaign is on the [Content HUB](#) and is designed to provide images and sharable content for you to communicate your virtual value and a message of positivity during these times. [Click here](#) to see all the images/copy and download. With this, as with anything on social, make sure you are sharing with the right tone to reflect the ever-changing environment.

### **#CBGoodNews is in the air.**

Our leadership is sharing #CBGoodNews messages on social media. Do you have a great story to share? Submit your stories at [www.CBGoodNews.com](http://www.CBGoodNews.com) to be considered for this feature.

### **Strike the right tone.**

Now may not be the time to share all of our #1 claims. Instead, think of ways you can communicate your value and what you are doing to help your clients and your community. Maybe it is through making virtual connections with local businesses or delivering items to the elderly? Share that good news in the right tone.

### **It is ok to say nothing.**

Sometimes we feel like we have to keep sharing, posting – but if situations become devastating, not posting can be powerful. You are not adding to the clutter and silently being respectful. There may be times when our company social media profiles are not posting. This is in an effort to be sensitive to this everchanging environment.

### **Be kind.**

We are all in this together.

If you have questions, please contact [socialteam@nrtllc.com](mailto:socialteam@nrtllc.com).