

## A Politician's Guide to Social Media (VIDEO)

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Social media consultant Kristy Fifelski of [DigitalGov Group](#) is back with some sound advice for those seeking public office and incumbent elected officials. Fifelski, the former Web manager of Reno, Nev., who goes by the online handle of [GovGirl](#), draws upon faux pas and lessons that everyone can learn from. Anyone remember former U.S. Rep. Anthony Weiner?

In this video Fifelski gives politicians five rules to live by for successful social media. They're likely useful guidelines for government employees too.

1. Don't post anything you wouldn't want to see in tomorrow's paper.
2. Know your agency's social media policy.
3. Talk like a real person.
4. Abide by campaign and open meeting laws.
5. Never cross the streams!

<http://www.govtech.com/e-government/Politicians-Guide-Social-Media.html>