

Definitions:

- ▶ *Professionalism*: the skill, good judgment, and polite behavior that is expected from a person who is trained to do a job well.
- ▶ *Social Media*: forms of electronic communication through which users share information, ideas, personal images and other content.

“Mind our Manners”

4 R's of Business:

- ▶ Reputation
- ▶ Retention
- ▶ Referral
- = Revenue

Managing your Professionalism on Social Media

Process involves:

- ▶ Think before you tweet or Speak.
- ▶ Mind your privacy and the privacy of others.
- ▶ Refrain speaking about work.
- ▶ Post photos you would consider professional.
- ▶ 3C's: never *criticize*, *condemn* or *complain* on social media.

Every thing you do gets you closer to your goal or further away from it!



Questions to ask yourself:

1. Am I presenting myself in a respectful professional manner?
2. Is my “reputation” being compromised?
3. Are my actions in line with our “code of ethics?”

“Professionalism”

“MTAS is dedicated to the maintenance and improvement of the profession of massage therapy and to the protection of the public.” off website

“Actions Create Reactions!”