Ethical Social Media Checklist

1. **Transparency**: clearly disclose any sponsorships, partnerships, or paid promotions. Use hashtags like #ad or #sponsored to indicate compensated content.

2. **Respect Privacy**: do not share personal information without consent. Ensure compliance with privacy laws when collecting or using personal data.

3. **Truthfulness**: avoid making false claims or exaggerations about products or services. Ensure all information shared is accurate and honest.

4. **Credit Sources**: attribute content, images, or quotes to their original creators. Use licensed images or those classified as Creative Commons 0 (CC0).

5. **Avoid Spamming**: do not send unsolicited messages or excessively post promotional content.

6. **Accessibility**: make content accessible by using alt text for images and captions for videos to reach a broader audience.

7. **Engage Responsibly**: foster a respectful online environment and address any mistakes promptly and transparently.

8. **Diverse Representation**: ensure posts reflect diverse voices and perspectives