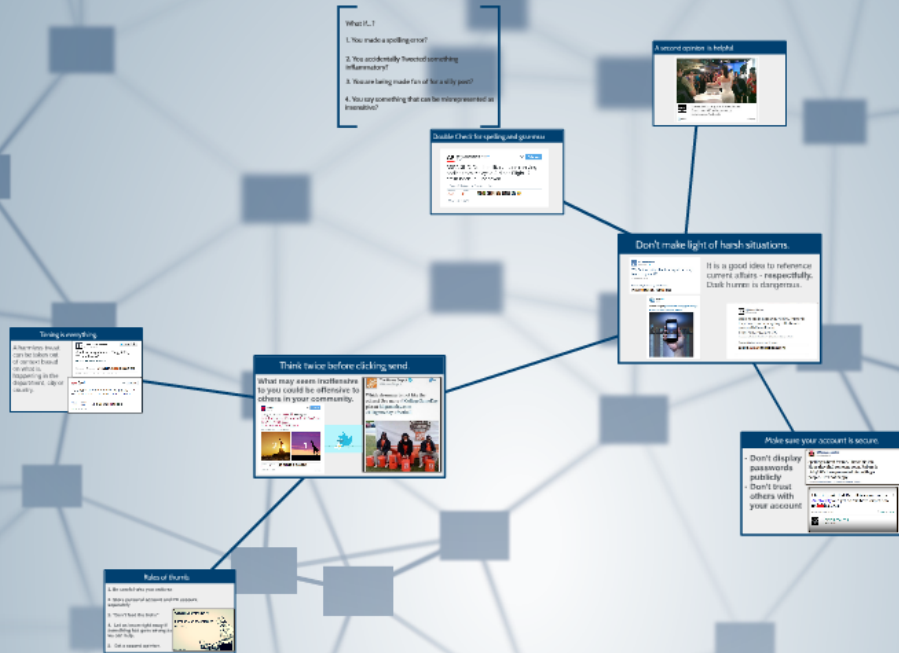


Twitter #FAILS

Twitter #FAILS



Rules of thumb.

1. Be careful who you endorse
2. Store personal account and PD account separately
3. "Don't feed the trolls"
4. Let us know right away if something has gone wrong so we can help.
5. Get a second opinion.

Cancel all my meetings.

Someone on the internet is wrong.



Timing is everything.

A harmless tweet can be taken out of context based on what is happening in the department, city or country.



American Rifleman
@NRA_Rifleman

Follow



Good morning, shooters. Happy Friday!
Weekend plans?

Reply Retweet Favorite

216
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23
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9:20 AM - 20 Jul 12 via HootSuite · Embed this Tweet

Tesco
@Tesco



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It's sleepy time so we're off to hit the hay!
See you at 8am for more #TescoTweets

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RETWEETS
2,699

FAVORITES
643



2:00 PM - 17 Jan 2013

everything.



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FAVORITES



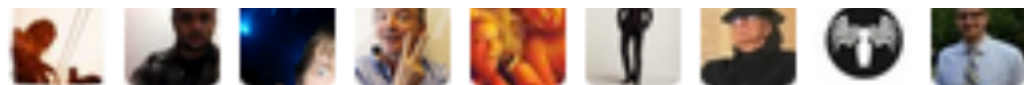
9:20 AM - 20 Jul 12 via HootSuite · Embed this Tweet



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Tesco 
@Tesco



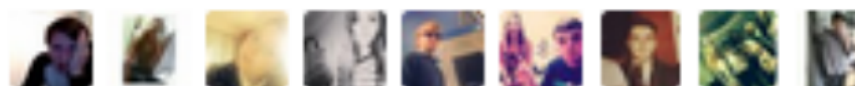
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2:00 PM - 17 Jan 2013

Think twice before clicking send.

What may seem inoffensive to you could be offensive to others in your community.

 Delta [@Delta](#) Following

Congrats team #USA🇺🇸! Nice goal @clint_dempsey @soundersfc! #USAvGHA #USMNT #DeltaSEA pic.twitter.com/7C8iRzPzoa

Reply Retweet Favorite More



RETWEETS 8 FAVORITES 4

5:08 PM · 16 Jun 2014 Flag media



 The Home Depot Verified [@HomeDepot](#) Twitter Plus

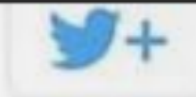
Which drummer is not like the others? See more @CollegeGameDay pics at hdgameday.com #HDgameday #football



nsive
ive to
nity.



The Home Depot 
@HomeDepot



Which drummer is not like the others? See more @CollegeGameDay pics at hdgameday.com
#HDgameday #football





Delta
@Delta



Following

Congrats team **#USA** ! Nice goal
@clint_dempsey @soundersfc! #USAvGHA
#USMNT #DeltaSEA
pic.twitter.com/7C8iRzPzoa

Reply Retweet Favorite More



RETWEETS

8

FAVORITES

4



5:08 PM - 16 Jun 2014

Flag media

Make sure your account is secure.

- Don't display passwords publicly
- Don't trust others with your account



@MarcJacobsIntl

Marc Jacobs Intl

Spelling is hard for me. I hate this job. Hope they find someone soon. Robert is picky! We have presented him with 50 people. He's not happy

23 Mar via Twitter for iPhone ☆ Favorite ↻ Retweet ↩ Reply

I find it ironic that Detroit is known as the [#motorcity](#) and yet no one here knows how to f***ing drive ☆

about 3 hours ago via web

↩ Reply ↻ Retweet



ChryslerAutos

Chrysler Autos

our account is secure.



@MarcJacobsIntl

Marc Jacobs Intl

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23 Mar via Twitter for iPhone ☆ Favorite ↻ Retweet ↩ Reply

I find it ironic that Detroit is known as the [#motorcity](#) and yet no one here knows how to f[REDACTED]ing drive



about 3 hours ago via web

↩ Reply ↻ Retweet



ChryslerAutos

Chrysler Autos

Don't make light of harsh situations.

It is a good idea to reference current affairs - **respectfully**. Dark humor is dangerous.


 **@Entenmanns**
Entenmann's

Who's #notguilty about eating all the tasty treats they want?!

16 minutes ago via web


Retweeted by ContraDawg and 24 others



 **AT&T**
@ATT

Never Forget pic.twitter.com/74Br2rBL3A

[← Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)



 **@KennethCole**
Kenneth Cole

Millions are in uproar in #Cairo. Rumor is they heard our new spring collection is now available online at <http://bit.ly/KCairo> -KC

3 hours ago via Twitter for BlackBerry® [☆ Favorite](#) [↻ Retweet](#) [← Reply](#)

Retweeted by juanmabaires and 67 others





@Entenmanns

Entenmann's 

Who's #notguilty about eating all the tasty treats they want?!

16 minutes ago via web

Retweeted by ContraDawg and 24 others



AT&T 

@ATT



AT&T 

@ATT

Never Forget pic.twitter.com/74Br2rBL3A



Reply



Retweet



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More





@KennethCole

Kenneth Cole

Millions are in uproar in #Cairo. Rumor is they heard our new spring collection is now available online at <http://bit.ly/KCairo> -KC

3 hours ago via Twitter for BlackBerry® ☆ Favorite ↻ Retweet ↩ Reply

Retweeted by juanmabaires and 67 others



A second opinion is helpful




The rear looks pretty nice. So does the new Transformer AIO. #Computex2012
pic.twitter.com/ajafmuDk



a day ago

ing that can be misrepresented as

Double Check for spelling and grammar

AP The Associated Press 
@AP



Following

BREAKING: Dutch military plane carrying bodies from Malaysia Airlines Flight 17 crash lands in Eindhoven.

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RETWEETS
1,648

FAVORITES
145



9:50 AM - 23 Jul 2014

What if...?

- 1. You made a spelling error?**
- 2. You accidentally Tweeted something inflammatory?**
- 3. You are being made fun of for a silly post?**
- 4. You say something that can be misrepresented as insensitive?**

Twitter #FAILS

