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5 reckless tweets that can get you fired

By Sandra Fathi

Being a blabbermouth, in 140 characters (or fewer), is very bad career tactic

The most recent Twitter debacle comes to us from CNN's former Senior Editor of Mideast Affairs, Octavia Nasr. She was [fired from CNN](#) after tweeting: "Sad to hear of the passing of Sayyed Mohammed Hussein Fadlallah... One of Hezbollah's giants I respect a lot."

Because Mr. Fadlallah was considered a controversial figure with ties to [Hizbollah](#), CNN felt that her comments compromised her credibility as a reporter and let her go. Stirring up serious political controversy is certainly one way to get yourself fired, but here are a few others to avoid for PR and marketing folks:

- 1. Tweet confidential.** Don't tweet confidential information about your company, co-workers or clients. Leaking confidential information could lead to more than job loss, it could lead to law suits and SEC violations, depending upon the severity of the leak.
- 2. Twitter bashing.** Whether you choose to sound off about a brand or a person, defamation suits are still applicable. If you think you'll get free products or concessions from a company that's wronged you, you might just get slapped with a hefty fine and damages.
- 3. Over-sharing.** Don't forget that tweets are public domain. Many employers can, and will, take action if you do something on your free time that could potentially damage their image or compromise their reputation. Even though it may be your own personal opinion or action, if you tweet about it, it's hard for an organization to ignore.
- 4. Jumping the gun.** Is your PR firm pitching a new client? Is your company working on a new product? Are you planning to leave your job? If you leak information too soon, there may be repercussions. Sometimes in our exuberance, we blurt out the good news to a confidant in passing—but doing so on Twitter could let the news travel at digital speeds to your competitors or your company.
- 5. Whining about work.** Although there may not be a law restricting you from complaining about your 9–5, if you don't want your employers to know what you are saying about them, think before you tweet. There are plenty of sites that allow you to vent anonymously, and of course, there can always call a trusted friend or your mom. But if you choose to document your frustration digitally, remember that Google never forgets, and neither does your boss.

Have more suggestions on tweeting your way out of a job?

Sandra Fathi is founder and president of [Affect Strategies](#), a public relations, marketing and social media firm in New York. Sandra helps her clients engage in social media as a core component of their PR efforts. To learn more, visit the Affect blog, [Tech Affect](#) or follow her

on Twitter at www.twitter.com/sandrafathi.