

CUKER



Ethical Social Media in Practice

Social Media has revolutionized our lives and the ways we connect. There are many benefits for consumers and businesses from the mass adoption of social media. There can also be negative impacts when social media is consumed and operated without humane, ethical, and responsible approaches. As digital marketers, we want to do our part by using social media responsibly when running marketing campaigns for businesses.

As topics like mental health, misinformation, social inequality, and political agendas rise, we are taking a stand to promote transparency and ethics, with our **4R APPROACH**.

Through this evergreen practice, we strive to educate consumers and create a humane and honest environment online for generations and innovations to come.



4R Approach

Aligning company purpose with ethical and humane social media practices.



RESPONSIBILITY

Take responsibility for incorporating ethical practices in all social media marketing work, including the use of advanced consumer behavior tools and AI.



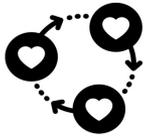
RIGHTS

Convey transparency for how social media algorithms and customer data are used. Empower consumers to make educated choices about their privacy.



REPRESENTATION

Incorporate diversity and inclusion in digital campaigns and amplify voices that need to be heard. Break down stereotypes and overuse of unrealistic portrayals of people and life.



RESPECT

Take accountability to help stop the spread of misinformation, negativity, and overly persuasive design practices. We believe in the benefits of social media and want it to help society by bringing us closer together, not tearing us apart.

Innovate Responsibly.

Together, we can incorporate responsibility to move forward in social media.

For questions or information on ethical social media practices, please call us at (858) 345-1378, or follow us for updates.



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