**Reduce Viral Risks with Simple Social Governance Measures**

A recent tweet sent by a Walmart employee via the corporation's Twitter account about the Electoral College demonstrates the need for social governance best practices, writes ACH Communications' Arik Hanson. Businesses can reduce potential viral risks by limiting and regularly reviewing and updating account access, and using only social media tools, rather than the native platforms, to publish and respond.

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<http://www.arikhanson.com/2021/01/05/learn-from-walmart-4-social-media-governance-best-practices-to-reduce-your-risk-of-going-viral-in-a-bad-way/>