Social Media Mistakes That Can Hurt Your Massachusetts Car Accident Claim

How Insurance Companies Use Your Online Activity Against You

In the hours and days after a crash, most people reach for their phones before they reach for a lawyer. They're scared, overwhelmed, and trying to reassure friends and family that they're still themselves. A quick selfie from the ER or a "thank God I'm okay" post can feel like a lifeline. In a Massachusetts car accident claim, that same post can turn into a weapon the insurance company uses against you.

The Law Offices of Mark E. Salomone has seen how insurance adjusters treat social media like a 24/7 surveillance tool. They're looking for anything that helps them argue your injuries are minor, that you were partly to blame, or that you're not being truthful. When you're trying to heal and move forward, having your Instagram feed dissected like courtroom evidence can feel like a second collision.

We're sure you've heard this before – we've been warning clients about this for more than 10 years. Since that time, the online world has exploded with even more platforms for sharing news with friends. With so many new ways to share information online, we think this message is as important as ever.

Why Social Media Can Undermine Your Massachusetts Car Accident Claim

Car accident claims are built on evidence such as medical records, crash reports, witness statements, photos, video footage and increasingly, social media content. What you share online can feel casual or even sarcastic in the moment, but in a claim file it's printed, highlighted, and read aloud without any of that nuance.

Insurance companies often:

- Compare your posts to your medical records and pain complaints
- Build timelines from your photos, check-ins, and stories
- Look for inconsistencies between what you say online and what you say under oath
- Use your tone and attitude to sway a jury's perception of you

They're not just scrolling your profile. They may look at older posts, public comments, tagged photos from friends, and even your activity in groups. In Massachusetts, social media can be treated like any other piece of evidence if it's relevant and authenticated. That means what you post right now can come back later with real consequences for your settlement or verdict.

How Social Media Shows Up in Massachusetts Law

In Massachusetts personal injury and car accident cases, the rules of evidence don't carve out exceptions for Facebook or TikTok. Courts routinely allow relevant posts, photos, and messages to be produced during discovery when they relate to how the crash happened, how you're doing physically and emotionally, or what activities you're engaging in.

That matters because Massachusetts uses comparative negligence. If the other side can convince a jury that your posts show you were distracted, driving after a long night out, or overstating your injuries, they can reduce your compensation or even wipe it out entirely. When your recovery depends on proving both fault and damages, each inconsistency between what you claim and what appears online becomes a foothold for the defense.

Common Social Media Mistakes After a Crash

One of the most useful things we can do is show people the specific online behaviors that cause problems later. These are some of the most damaging mistakes we see when someone is pursuing a Massachusetts car accident claim.

Posting About How Your Car Accident Happened

In the moment, it's tempting to vent or "set the record straight" about the crash online, especially if you feel the other driver is lying or the police got it wrong. That's exactly what the insurance company hopes you'll do.

When you describe the collision on social media, you might:

- Use casual language that sounds like you're accepting blame, even if you're not
- Share details that don't match the police report or your later testimony
- Respond emotionally to comments and end up changing your story without realizing it
- Tag witnesses or other people involved, creating even more statements the defense can exploit

Saying You're "Fine" Or Downplaying Your Injuries

Right after a collision, people often try to comfort worried friends and family. They don't want loved ones panicking, so they post things like "I'm ok," "Just banged up a bit," or "Could've been worse." The problem is that insurers treat those posts as if they're medical records.

This matters because:

- Your medical chart might show significant pain, muscle spasm, or limited range of motion while your post says you're "fine"
- When you later testify about ongoing pain or anxiety, the defense will hold up your earlier post and ask why you minimized everything

- Juries may struggle to reconcile a cheerful, upbeat online persona with claims of serious physical and emotional harm

Sharing Photos or Videos That Don’t Match Your Injury Claims

A single photo can feel more convincing than pages of medical records, even when it doesn’t tell the full story. When you’re in a Massachusetts car accident claim, you have to assume every photo and video will be viewed in the least charitable light.

We often see trouble when someone posts:

- A gym selfie, even if they only walked on a treadmill for two minutes and left in pain
- A picture holding a child or lifting a light object that looks heavier than it is
- Videos of dancing, walking on the beach, bowling, or doing yardwork

Using Check Ins and Location Tags

Most people barely notice how often apps track and share where they are. During a car accident claim, that quiet stream of location data turns into an activity map that insurance companies love.

Location tags can:

- Suggest you’re more active than you claim if you’re tagged at restaurants, events, or trips when you say you rarely leave home
- Raise questions if you’re checking in at a bar or party before a nighttime crash
- Create timing gaps if your location posts don’t line up with the story you’ve told about when the collision occurred

Venting, Attacking, Or Arguing Online

A serious crash doesn’t just hurt your body. It rattles your sense of safety and fairness. It’s understandable to feel angry at the other driver, frustrated with an insurance adjuster, or disappointed with the legal process. Social media, however, is one of the worst places to release that pressure.

Angry posts and comment threads can:

- Make you look vindictive or unreasonable in front of a jury
- Provide quotes like “I’ll make them pay” that the defense can use to suggest your claim is about revenge
- Create long exchanges with witnesses or even the at fault driver that contradict your formal statement

Letting Friends and Family Post About You

Even if you decide to stop posting, your loved ones may keep tagging you or talking about what you're doing. They usually mean well. They're trying to celebrate small victories or show that you're still part of family life. Unfortunately, insurers don't see warm family moments. They see ammunition.

Common problems include:

- Group photos where you're smiling at a graduation, barbecue, or game
- Comments like "So proud you're back at the gym" or "Can't believe you're already traveling again"
- Posts that describe you as "back to normal" when you're anything but

Deleting Or "Cleaning Up" Your Posts

Once you suspect you might have a claim, your social media content is potentially relevant evidence. Many people's first instinct is to go back and delete anything that looks bad. That instinct is understandable, but it can cause serious trouble.

Deleting or heavily editing posts can:

- Make it appear that you're trying to hide evidence
- Trigger accusations that you destroyed information that should've been preserved
- Backfire if the insurer already saved screenshots before you deleted anything

Smart Social Media Habits While Your Claim Is Pending

You don't have to love the idea that what you post online can affect your case. But if you accept that reality and work with it, you can dramatically lower the chances that social media will be used against you.

Some practical guidelines include:

- Use privacy settings, but assume nothing is truly private
- Turn off location sharing and avoid check ins
- Decline new friend or follow requests from people you don't actually know
- Ask friends and family not to tag you or post about your injuries or activities
- Keep your thoughts about the accident in a private journal, not on a public platform

What To Do If You've Already Posted About Your Accident

If you recognize yourself in any of these examples, you're not alone. Most people have no idea how deeply insurers dig into online lives until it's too late. The good news is that you can take smart steps right now.

If you've already posted:

- Stop posting about the crash, your injuries, or your activities immediately
- Don't delete or rewrite old content without legal advice
- Make a list of posts, photos, stories, and tags that might relate to your claim
- Bring that information to us so we can evaluate it and factor it into our strategy

Massachusetts gives most car accident victims three years from the date of the crash to file a lawsuit, under M.G.L. c. 260, § 2A. That window may feel distant when you're still recovering, but evidence disappears quickly. The sooner you speak with an attorney, the more your legal team can do to preserve what matters most to your claim.

Talk With Our Team About Your Claim and Your Online Footprint

If you were hurt in a Massachusetts car accident and you're worried that social media might hurt your case, our law firm is here to help. We understand how insurance companies try to twist everyday posts into legal arguments, and we know how to push back while keeping the focus on the harm you've suffered and the accountability the law provides.

When you reach out to the Law Offices of Mark E. Salomone, we'll listen to what happened, review your situation, and walk you through practical steps to protect both your health and your claim. If you're ready to talk about your car accident and get clear guidance on your next steps, including what to do about your online presence, **contact us** today to set up a free case evaluation. There are no fees of any kind unless we recover compensation for you.