Social Media Policy

 

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**SOCIAL MEDIA POLICY**

Countless conversations take place online about COMPANY NAME every day, and we want our Company’s employees to join those conversations, represent our Company, and share the optimistic and positive spirits of our brands. These *Social Media Principles* should guide your participation in social media, both personally as well as when you are acting in an official capacity on behalf of COMPANY NAME. It is critical we always remember who we are (STATEMENT ABOUT COMPANY’S VISION)– and what our Company’s role is in the social media community is (STATEMENT ABOUT COMPANY’S ROLE IN SOCIAL MEDIA COMMUNITY). The same considerations that apply to our messaging and communications in traditional media still apply in the online social media space, including on what you might consider “internal” platforms. Have fun but be smart. Use sound judgment and common sense adhere to the Company’s values, and follow the same Company policies that you follow in the offline world.

**Who can speak on behalf of COMPANY NAME:**

For customer service matters, including questions and complaints directed at the company, only employees that have access to the COMPANY NAME social media accounts are allowed to respond. We encourage our employees to share content posted on the company channels and contribute their own content, but only the authorized spokesperson(s) can speak as the company.

**Confidential Information:**

At COMPANY NAME, there is some information that is confidential for privacy reasons or important to our business practices that we don’t want competitors to know. A general rule is to spread the news not break it, meaning if the company has shared it publicly then you are more than welcome to post about it but don’t post something that’s only been discussed internally. If you’re ever not sure, just ask!

**Citing Sources & Legal Considerations:**

**Give credit where it’s due.** If you’re posting a quote or a statistic, be sure to link to the website youfound it on or at least say who that information belongs to. Make sure you follow copyright laws and any other laws that may apply.



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**Use disclaimers.** When sharing something on social media that doesn’t necessarily alignwithCOMPANYNAME’s messaging be sure to use a disclaimer such as “these are my views and do not reflect the views of my employer”. Keep in mind this doesn’t completely remove responsibility and potential consequences for your actions depending on what is posted.

**Consequences:**

Violation(s) of the social media policy are subject to progressive discipline up to and including termination.

**SOCIAL MEDIA PRINCIPLES**

Whether you are an authorized COMPANY NAME spokesperson or not, when you’re talking about our

Company, our brands, or our business on your personal social networks, keep in mind that:

1. COMPANY NAME policies still apply.
2. You are responsible for your actions. We encourage you to get online and have fun but use sound judgment and common sense.
3. You are an important ambassador for our Company’s brands, and you’re encouraged to promote them as long as you make sure you disclose that you are affiliated with the Company. How you disclose can depend on the platform, but the disclosure should be clear and in proximity to the message itself.
4. When you see posts or commentary on topics that require subject matter expertise, avoid the temptation to respond to these directly unless you respond with approved messaging the Company has prepared for those topics.
5. Be conscientious when mixing your business and personal lives; be sure to know your work group’s policies regarding personal use of social media at work or on Company devices.

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Company Representative Signature/Date

Employee Signature/Date



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