

# Social Media Policy

## 1. Purpose

This social media policy provides guidelines for all working at \_\_\_\_\_ [Company Name] (the “Company”).

As an employee, freelancer, or contractor working at the Company, you must follow this policy when:

1. Managing a Company account
2. When engaging in social media activity outside of work in a way that affects:
  - Your performance
  - The performance of other people working for the Company
  - The Company’s business interests and goals

## 2. Guidelines for Using Social Media on Behalf of the Company

\_\_\_\_\_ [Name of Social Media Manager] will be responsible for managing the Company’s social media account and follow the guidelines below:

- **Always follow** the Company's policy for using and managing third-party websites and applications.
- **Ask** \_\_\_\_\_ [Department/Person in charge of digital communications] to add your company social media account to the Company’s social media directory. This allows the Company to know which account(s) you are operating on behalf of the Company.
- **Always assume that your work-related social media activity is visible** to the Company and all potential and current clients, employees, partners, competitors, and leads.
- **Keep accounts separate.** Keep your personal and company-affiliated social media accounts separate. Do not use personal social media on company equipment or during company time.
- **Use proper branding.** Always link to the Company's official website and use Company colors and brandings.
- **Everything you post must be verifiable.** All content posted to social media platforms and other third-party sites must be verifiable through the Company website.

- **Ask for permission.** When operating a company account, you should always seek permission before posting any media of current or former employees, freelancers, contractors, members, suppliers, C-suite executives, and the like.

In the same vein, you should also seek permission before using the trademarked or copyrighted material of the Company or of the third party. Give credits to third-parties when you post original material from them by clearly stating the source and, if applicable, a link to the original source.

If the Company does not have explicit permission in writing from other companies, do not post anything that has another company's logo and trademarks. This is to prevent the appearance that the Company officially represents or speaks for these other companies.

### 3. Guidelines for Personal Social Media

- **Be careful about what you post.** You are prohibited from posting the following (Check all applicable):

Anything that has the Company's logo and trademarks if you do not have explicit permission in writing from the Company. This is to prevent the appearance that you officially represent or speak for the Company.

Negative beliefs and sentiments about the Company, including any posts that could potentially attract negative public attention.

Expressions of hate or intolerance, including any discriminatory, defamatory, and offensive comments.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- Any information that is proprietary and confidential about the Company without explicit written permission from relevant authorities. This includes but is not limited to:

- Information about trademarks and patents
- Finances
- Number of products sold
- Sales
- Number of employees, freelancers, and contractors
- Company strategy
- Upcoming product releases
- Any other information that has not been publicly released by the Company

- **Ask yourself why you are following or liking a post before doing so.** Consider why you are liking or following a post or entity and what your action may convey to your

audience. Even if it was not your intention, following or reposting content from an entity or individual may suggest that you endorse that entity or individual. Follow the policies listed out below for liking, following, and reposting other entities' content:

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- **Seek permission.** When seeking permission for anything in this policy, you must get written permission from \_\_\_\_\_ [Supervisor Name] \_\_\_\_\_ [Supervisor Position] (the "Supervisor"). If you have permission to discuss the Company and/or potential and current business goals and activities, clients, employees, competitors, and the like, please:

*Identify yourself.* Include your name and your position within the Company.

*Use a disclaimer.* Put a disclaimer in your social media posts that indicates that the views you are expressing on this post or website are yours alone and do not represent the views of the Company.

*Provide proof.* Provide factual evidence for all of the statements you make.

- **Find a representative.** Direct all media inquiries to \_\_\_\_\_ [Department/Person in charge of media inquiries] through your Supervisor if a company or individual asks you to comment or talk on behalf of the Company.
- **Disciplinary rights.** Keep in mind that the Company will see all content and information publicly posted by employees, contractors, and freelancers on social media. If we see anything that violates this social media policy or company policy in general, you may face disciplinary action or termination.

You may also be sued by the Company's employees, contractors, partners, and other individuals or entities that considers your social media posts as discriminatory, defamatory, harassing, libelous, pornographic, proprietary, or creating a hostile work environment.

If you have any questions, contact \_\_\_\_\_ [Department/Person in charge of digital communications] about how you can comply with relevant laws and regulations.

#### 4. Ownership of Social Media Contacts

The Company owns all social media contacts. Any social media contacts, such as "friends" and "followers," that are acquired through social media accounts (such as email addresses,

Twitter, blogs, the Company website, YouTube, and other social media platforms) created on behalf of the Company belong solely to the Company.

## 5. Respect and Privacy Rights

- **Follow the Employee Handbook.** Make sure that your social media conduct is consistent with all of the policies outlined in the Employee Handbook.
- **Follow the rules of the social media platforms you're using.**
- **Be respectful.** Speak respectfully about the Company and our past, current, and potential employees, freelancers, contractors, clients, competitors, partners, and others.

You are prohibited from posting anything that is illegal, discriminatory, pornographic, libelous, or harassing according to \_\_\_\_\_ [Company state] and federal law. You are also not permitted to post anything that may create a hostile work environment.

## 6. Transparency and Disclosures

- **Be honest.** When speaking on behalf or about the Company, be transparent about your relationship with the Company.
- **Do not pass others' work as your own.** You are allowed to retweet, reblog, or repost other people's work with prior consent received and proper credits given, but you are not allowed to pass off someone else's photography, videography, words, or other content as your own. All privacy, copyright, and other laws that apply offline apply to social media usage as well.
- **Always provide proper credit to your sources as needed.** Do not discuss a product or an organization on social media for profit. If you receive a service or product to review for free, you must disclose this in your review or post.

## 7. Comment Moderation

If you are in charge or helping to monitor the submission of user-generated content such as comments, follow these guidelines:

- **Link to a comment policy** if you decide to allow comments.
- **All comments** must be moderated.
- **Comments containing content below are forbidden** (Check all applicable):
  - Overly promotional content

- Political content
- Religious content
- Sexual content
- Offensive, discriminatory, defamatory, and other objectionable content
- Others: \_\_\_\_\_

When a comment violates Company standards, the following measures will be taken depending on the degree of violation:

- Report the comment to relevant social media administrators
- Hide the comment
- Delete the comment
- Block the user who made the comment

## **8. Record Keeping**

If you created web records associated with how social media platforms are used during the course of work at the Company, your department (i.e., Digital Communications if you are working for the Digital Communications Department) will be responsible for maintaining those records in either electronic or print format.

## **9. Additional Policy**

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