



STATEMENT AND SCOPE

As an employee and representative of [company name], you are expected to demonstrate best practices and appropriate etiquette on social media, including but not limited to the following:

- [insert guideline, e.g., Be respectful to all, No hate speech, No confidential company info, etc.]
- [guideline]
- [guideline]
- [guideline]
- [guideline]
- [as many guidelines as is necessary]

Customer Inquiries

[Describe process employees are expected to follow when a customer contacts them via social media.]

Questionable content

[Describe process employees are expected to follow when coming across misinformation, news leaks, confidential information, or other questionable content regarding the company on social media.]

TACTICAL GUIDELINES FOR EMPLOYEES

When do I need approval to post a message on social media?

[insert answer, including who to contact for approval]

What kind of information am I allowed to post related to my work on social media?

[insert answer and examples]

Should I include my company info in my social media bio? Or should I keep my company accounts and my personal accounts separate?

[insert answer and examples]

What should I do on social media during a PR crisis?

[insert answer and examples]

How do I comply with copyright law on social media?

[insert answer and examples]

CONSEQUENCE OF BREACH

[Clearly describe the discipline process for failure to comply with the social media policy]

ANNUAL REVIEW

This policy will be reviewed once per year. All employees will be provided with access to a copy.