

## Social Media Policy Template

*This social media policy template is designed to be an open-source tool for any company to use in whole or part to empower employees to use social media in a responsible way. As with any employee policy, your version of this policy should be vetted and approved by the company's legal and HR policy approval process.*

### Introduction

At [Company] we realize that social media has become part of many of our lives. There are many great things that come from using social media including capturing and sharing both personal and professional thoughts and opinions in a variety of mediums. We want you to embrace the use of the various platforms at the level you are comfortable. We also realize that your presence on these sites is intertwined with your persona as an employee here. To help you make responsible choices we have provided these guidelines for appropriate use of social media. [These guidelines can also be found in your employee handbook].

*This section is designed to introduce the reader to the agreement and the company's acknowledgement that the employee will be using social media.*

### Coverage Areas

This policy is appropriate for all [Company] employees that work in the following (regions/ subsidiaries):

1. *Geographic regions*
2. *Subsidiaries*

*This section is designed to clarify certain geographic/subsidiaries that will be covered by this agreement. Understand that in some business units or geographic regions, it may be required to have more restrictive policies due to industry, company or governmental regulations.*

### Guidelines

For the purposes of these guidelines, social media is defined as the use of electronic communications delivered via any internet site or platform designed to provide conversation and engagement that typically involves more than two parties. This may include to your own or someone else's web site, vlog or blog, electronic journal or diary, web sites, social networking, connection or affinity web site, electronic bulletin board or a chat room, whether or not associated or affiliated with [Employer], as well as any other form of electronic communication. It is the public nature of these mediums (whether open to all or limited to few) that makes them both incredibly powerful and also unpredictable in terms of the other party's interpretation of what is being posted.

Social media has become a common platform for people of all walks of life to converge, communicate and sometimes collide. As with any public forum, results can be different from what the posting user intended. These guidelines are designed to help you make responsible choices as you participate in social media. In the end, you are solely responsible for what you post and say via social media.

Before you post or interact in any way on social media, understand that your actions can impact not just yourself but also [\[Company\]](#), your fellow employees, our partners and customers. With making good choices, this can be a very positive impact on all parties. If poor choices are made, it can have a negative impact. Understand that the company at all times reserves the right to defend its brand and relationships with all stakeholders. Poor choices on your part which adversely impact any of the company's business interests may result in disciplinary action up to and including termination.

*These sections define and discuss social media in general. In other words, what qualifies as social media. It also describes the pluses and negatives of social media for those who are new to it.*

## Act with Integrity & Authenticity

Digital communications and digital engagements represent at their core, a relationship. As with any relationship, acting with integrity and authenticity will allow you to strengthen your digital relationships, just as they do with in-person relationships.

## Act to Inform and Add value

Our company strives to add value to all of our relationships and communications, social media is no different. Find ways to uplift the audience and add value. If you make a mistake, post inaccurate information or otherwise mislead the audience, quickly correct the post and acknowledge the mistake. Never post or engage with the intent to impune, tear down or otherwise diminish others.

## Understand our Other Policies

Social media is a communications vehicle. As with any communications vehicle, including interpersonal communications with your co-workers, clients, prospects and vendors, [\[Company\]](#) follows policies designed to enhance our bonds and create a positive environment for all involved. Read carefully the following company policies:

- *Ethics Policy*
- *Discrimination & Harassment Prevention Policy*
- *Other appropriate company policies*

Inappropriate postings or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including termination.

## Act with Respect

On social media, there are many people who bring down the level of conversation that takes place by being disrespectful. We want to set an example to all by not creating or responding to dis-respectful posts or engagements. As an employee, you should not bring any complaints or dis-respectful remarks about a coworker, client, partner or other stakeholders. It's also a good rule of thumb to follow for anyone on social media. If you decide to make a poor choice and post any statements, photographs, video or audio that can be viewed as disparaging, threatening, intimidating or intentionally harming and therefore contributing to a hostile work environment, your actions may trigger disciplinary action up to and including termination.

## Social Media and Confidential Information Don't Mix

While it may go without saying, any posting via social media, including "private" channels are not private and confidential. Social media companies and others can see any and all content you post there. Therefore you cannot post any of the following types of content or information:

1. Trade secrets (which may include information regarding the development of systems, processes, products, know-how and technology)
2. Anything deemed company confidential
3. Internal reports, policies, or procedures
4. Financial information

## Disclosure is Required

We are proud that you work for [\[Company\]](#). As such and for disclosure requirements outlined by the Federal Trade Commission ("FTC"), you should disclose your affiliation with our company in your social media profiles if you ever plan to share or engage in any social media interactions that may involve our company or industry.

## Using Social Media at Work

At [\[Company\]](#), we understand that being active on social media is part of some people's daily habits. We do not restrict access to social media platforms at work. We ask in return, that you are responsible with your time and limit your access in accordance with your job requirements.

## Using our Employee Advocacy Platform

At [\[Company\]](#), we use an employee advocacy platform called GaggleAMP. We offer it as a tool to help employees know what social media activities are appropriate to do on behalf of the company. Should you use this platform, you can be assured that the activities posted in this platform have been fully vetted and offer you an easy way to engage on behalf of the company while building your own personal brand.

If you do not currently have a GaggleAMP account and would like to use it, please contact [\[Company GaggleAMP contact info\]](#).

If you have any questions regarding social media or these guidelines, please contact [\[Company GaggleAMP, HR or Marketing contact info\]](#)

## Limits of this Policy

This policy does not limit an employee's rights under Section 7 of the National Labor Relations Act. Nothing in this policy is meant to restrict an employee's right to discuss the terms and conditions of their employment during non-working hours using non-Company systems and/or accounts.

*This template is designed to provide general guidelines for drafting a set of social media guidelines that are right for your company, and should be used as a reference only. Helping employees understand the guardrails with regard to being active on social media will allow them to participate in a productive and positive manner. Be sure to draft your version in conjunction with your company's Marketing, HR and Legal resources to make sure it aligns with other employee policies and communication requirements. This template does not take into account your particular local, state, or federal laws and is not a legal document. GaggleAMP is not a law firm and our employees are not lawyers. This template was not prepared by an attorney. GaggleAMP does not assume any legal liability that may arise from the use of this policy.*