

Social Media Policy Template

Note: The following process is designed to help draft and produce social media policies that can be applied to organizations of all sizes. Like the template, the process itself is entirely flexible, and the author recommends that it be customized to meet the needs of your firm.

SOCIAL MEDIA POLICY

Scope of the Policy

This social Media Policy ("the Policy") applies to Employees, Officers and contractors ("Staff") of _____ ("the Organization") as they carry out online activities that could be construed as representing the Organization on the Internet, including social media. Note that the Policy may also apply to the personal use of social media by Staff.

Key Definitions

[In this section you can define key terms, such as:

Authorized Account

Authorized Employee

Confidential Information

Content

Customers

Personal Information

Policy

Post

Recommendation or Endorsement

Sexual Harassment

Social Networking

Social Media Site]

Introduction

The Policy is designed to ensure that Staff understand the responsibilities and restrictions relating to the use of social media. The Policy provides acceptable use guidance as well as further information on the measures in place to avoid or limit the risk of reputational impact and miscellaneous breaches.

Exceptions

The Policy does not apply to situations where Staff make no representation as to their affiliation with the Organization, and no inference can be made in that respect.

Approval

The authorization process for social media and social networking site use in the context of the Organization requires approval from the following roles or individuals:

1. _____
2. _____
3. _____

Authorized Use

By representing the Organization online, you agree to be bound by the specifics of the Policy.

Account Ownership

All Staff acknowledge that:

- All authorized accounts, access credentials, connections and posts belong to the Organization.
- Usernames and credentials will be provided to _____ .
- No unauthorized, undocumented AND unreported changes are ever to be made
- to any of the social media and social networking accounts. Disclosure of account and credentials must never take place without written authorization from the above approval parties.

Authorized Online Use

When participating online or using the approved accounts on behalf of the Organization, the following limitations apply:

Posting Guidance for Social Networking

When posting content online, Staff must:

Confidentiality and Personal Information

Staff must expressly protect confidentiality and personal information when using social media (i.e., by refraining from discussing any details of professional life online or via instant messaging). In addition, the following safeguards must be respected:

Intellectual Property

It is the responsibility of Staff to ensure implementation of the following good practices:

Reputational Risks and Considerations

When representing the Organization on social media forums, Staff must demonstrate respect for others and present a professional image at all times. Staff must act in accordance with the Communications Policy and anticipate the impact of online activities on the Organization. The following activities should be avoided to protect the Organization's reputation and preserve public trust:

Account Monitoring Considerations

Authorized users and Staff acknowledge that the Organization is responsible for the use of its systems and technologies. Online activity monitoring is enforced in the following ways:

Breach of Policy

Failure to comply with the Policy may lead to disciplinary action up to, or including, transfer or termination, with additional fines in the case of financial losses.

Personal Responsibility

Authorized users understand that the use of social networking may present a personal liability due to their online actions. The Policy is designed to minimize that risk for each user and for the Organization.

Personal Use

The personal use of resources is defined as follows:

The personal use of social media by Staff is subject to the following guidelines:



Separating Personal and Work Data

Considerations for separating personal data from work officially in the scope of the Organization by:

Reporting

For additional information on the Policy, contact: _____

Personal Use of Social Media

Staff may access personal accounts during these specific times and for a maximum of ___ minutes per day:

Policy Breach Treatment

The following actions, or lack thereof, constitute grounds for discipline and/or termination:

Acknowledgement

I attest that I have read and that I understand the Policy of the Organization, and that any breaches (intentional or otherwise) may result in disciplinary action up to, but not limited to, termination and personal criminal liability.

Print Name

Signature

Date