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**SOCIAL MEDIA POLICY**

Employees who choose to interact with: social media, company websites and E-commerce must follow guidelines. The most common source of social media includes Twitter, YouTube, and Facebook. The guidelines may not be targeted at the employee but can be on the social media platform or the business. A particularly crucial factor is that you Should not make of the company on the personal account.

Everyone who needs to read these guidelines should be able to understand it and read it. The reason guidelines are used is to make it easier overall for you to know what you are and are not allowed to post. It would be best to read it twice or read it carefully to make sure you understand it.

**Professional conversations:**

You should have many discussions with your employee where these discussions are private or public, they should always be professional. We should try our best to avoid using slang Aswell as spam. This is so we can keep our messages clear with no confusion.

**Inappropriate content:**

Any topics which are irrelevant to the business, or situation should be left out. There is no need to discuss personal beliefs or anything which has nothing to do with business. We should try to avoid as much out-of-content discussion as possible to keep everything simple and clear.

**Security and protection of users and employees:**

Any type of organisation/business or any sort of company associated groups must have some sort of security. Wheater it is weak or strong they must have some sort. If you have any confidential information on any accounts, then that device should always stay up to date. This can be done through 2FA and mobile code security. The reason for this is because with this you will get a personal code which others will not be able to view. Whereas if you did not have 2FA and you had a captcha instead then it will not be secure as your employees can bypass it.

**Keep messages truthful:**

Any sort of messages which you send should be always truthful. Before posting anything, you should always check it is correct and not false information. A way you can do this is by researching to make sure it is correct and not misleading. Anything you post will be your responsibility and only you will be blamed for it.

**Illegal activity:**

Owners and employees should not equate will any illegal activities. This can be within the company or even out of the company. It should totally be prohibited and left out. Anybody who is caught out communicating with illegal activity will face consequences.

**Privacy:**

Employees aswell as users can all receive privacy. There are 3 aspects which should not be shared on social media. These 3 aspects are: your personal home address, your name, and pictures of yourself. If you decide to share these, then you might share personal details with the public. Doing this can put you in danger against strangers. As a user, you have the freedom to choose to make your account public from private. When creating accounts, you will automatically be set to a private account. Every user is anonymous until they choose to render their account. Your business can be harshly afflicted if any privacy guidelines are breached. Breach in security means your personal detail has been leaked out to the public. Breach leads disruption towards your company by the user who has been exposed. If an employee of your company ends up exploiting customer privacy, they would face consequences.

**Post relevant content:**

When posting on social media, if you want to post you can but you need to make sure that the post must be in some way related to the company. posts which have no correlation to your company should not be posted. An example of this would be posting of any of these three: address, name, and pictures of yourself or others without permission.

**Cookies:**

Using cookies on social media or websites is a way of customization. When using cookies, you can track. You can do this on any online store website. The impact of this would mean that you will be able to view where you left off from. Before using any social media platforms, you must accept cookies. Accepting cookies means you allow this webpage / platform to suggest for you what is best for you due to the content you have viewed. Cookies correspond with the businesses page. It is up to the company if they want to choose to tack your cookies.

**Content and permission**

Consent is needed by your opposition when you want to include them or tag them on your post. An example of this can be if I want to tag a company on a post then I will need to contact which meaning first and ask them for their consent. When I get their consent, then I have permission to add them to my post.

The guidelines listed above show what you are allowed and not to post on social media. The overall responsibility is placed on the employees. Any guidelines which are broken will lead the company to trouble. Any account who violates these guidelines will be blocked.