










Creating your Social Policy in 7 Steps

COIS-ADMN3750 Chapter 6
#SofieMarketingTips

Recording Paused

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Chat

are referring to.. then find the online example do a screen shot of it and link back to it, the link is the hyper link..

From to Everyone: 11:01 AM

is this meeting going to be recorded?

From to Everyone: 11:01 AM

Thank you so much. I appreciate the clarification so much!!!

Who can see your messages?

To: Everyone

Type message here...

Why Do You Need a Social Policy?

- A social policy can be both empowering for employees as well as an excellent competitive weapon.
- A social policy should be an extension of your current employee code of conduct, and your marketing guidelines.
- Thinking of it in these terms simplifies it for everyone involved.
- Whenever a new tool or technology is introduced it creates new opportunities as well as new possible issues.

7 elements of a Social Media Policy

Here are the seven steps most often followed to create the “meat” of your Social Media policy:

1. Identify your company's Social Media **objectives**, including your goals, vision, and purpose.
2. Indicate which Social Media **platforms** you are officially going to use.
3. Co-ordinators - Identify **who your official Social Media administrations are** for your company. If an employee is a contributor, i.e. has content for the company's official Social Media channels, let them know how to share their content with the Social Media Administrator for official distribution.
4. **Code of Conduct** - Often involves work ethic, respect and professionalism. The Code of Conduct for Social Media would be the same as the traditional employee Code of Conduct.
5. **Encourage employees to become fans** and follow from their personal accounts. Encourage employees to *share*, *mention*, and *retweet* as appropriate, always keeping in mind the Code of Conduct principles.
6. **Confidentiality and Copyright** is the same on Social Media as any other communications vehicle.
7. **Monitoring** - the company will likely "listen" online for their company name. If they see an employee's activity violates the company's Code of Conduct, the company would take similar steps as if an employee violated any traditional code of conduct behavior.

PRIVACY

In making use of social media, require yourselves to strictly comply with the laws and ordinances and unique internal rules stipulated by Hotel Okura and pay due attention in handling personal information so that it may not work to the detriment of any particular individual. Also be very careful not to disclose specific information or confidential information on the company, customers or any other related parties, including affiliated companies and suppliers, you learned in the course of your work as well. Furthermore, refrain from making indiscreet remarks that may infringe a third party's rights, including someone's right of portrait or trademark and copyright, feature defamation of others and be offensive to public order and morality



PRIVACY

<http://www.okura.com/support/socialmediapolicy/>

<http://www.ontario.ca/government/privacy-statement>

<http://candc.york.ca/en/about/privacypolicy.asp>

<http://algonquinoutfitters.com/privacy-policy/>

Public Comment Policy

We welcome you and your comments to the Facebook page for [COMPANY NAME]. This site intends to inform and engage with the fans, friends, family members, and other businesses, entities, or interested persons of [COMPANY NAME].

You are encouraged to submit comments, questions, and concerns, but please note this is a moderated online discussion site and not a public forum.

Once posted, [COMPANY NAME] reserves the right to delete submissions that contain vulgar language, personal attacks of any kind, or comments we deem to be offensive or disparaging.

Further, [COMPANY NAME] also reserves the right to delete comments that:

Contain spam, advertising, solicitations or include links to other sites;

Are clearly off topic or disruptive;

Are obscene, vulgar, or sexually explicit. This includes masked words, acronyms, and abbreviations;

Are chain letters, pyramid schemes, or fraudulent or deceptive messages;

Promote particular services, products, or political organizations or campaigns;

Infringe on copyrights or trademarks;

Advocate illegal activity;

Violate any policies of [COMPANY NAME].

Please note that the comments expressed on this site do not reflect the opinions and official position of [COMPANY NAME].

Community Strategy includes Crisis Strategy

Companies must have a community strategy

- Policies
- Roles

Hire seasoned community managers

- Don't leave your Social Media to interns

Plan and practice for the worse

- Drills

Crisis Management Next Steps

On Facebook:

- Change your Page Settings to only allow Posts to Page once accepted*

On All Digital Platforms:

Implement your social media communication's plan

- Social Media Policies & Roles in-place*
- Regularly scheduled goal oriented posts which engage your target market*

Train and Assign your existing customer service:

- 1) To receive, review & engage with Customer Service Posts to Page*
- 2) To receive, review & engage with all Customer Service Comments to Page*
- 3) To be familiar of Social Media Regularly Scheduled Posts*
- 4) Mock Crisis Management Drills Quarterly*