

Establishing a social media policy

In her book, *The Zen of Social Media Marketing*, Shama Hyder Kabani suggests organizations should create a social media policy or set of guidelines.

- Decide where the company stands in the relationship with social media. Decide what the company position will be for monitoring employee social media. How far will the company immerse itself in the use of social media?
- Decide what constitutes social media. Does it include blogging and online video, the next iteration of social media, or any other website tools?
- Determine who owns what in the process. The blog may belong to the employee, but if it was created on a corporate laptop, the computer belongs to the company. Ownership of a company Facebook account belongs to the company. Establish a written policy around this.
- Keep confidential information private.
- Decide who in the organization will be responsible for social media management. If a consumer complains in a 'tweet' about the organization who will address it?
- Dictate some rules of engagement as a guide for employees.
- Address potentially offensive topics.
- Have a system in place for monitoring the social sphere. Having a policy doesn't do any good if nobody in the organization is monitoring and modeling the right things.
- Educate employees so everyone understands social media and if participating, does so properly.
- Plan for a crisis. Worse than doing something would be to do nothing.

Can you think of any other considerations for a social media policy in an organization?

Activity 4-2

Social media in your organization

Discuss with colleagues at your workplace, or with friends, what other considerations there might be for a social media policy in an organization.

Share your findings in the **Discussion 4-1: 24/7 Communication and Social Media** topic in the Discussions area.