

Social Media Policy

Effective Date: April 7, 2025

Last Revised: April 7, 2025

Policy Owner: Marketing/Communications Department

Purpose

This policy provides guidelines for employee use of social media, both personally and professionally, to protect [Company Name]'s reputation, ensure compliance with legal requirements, safeguard confidential information, and promote responsible social media engagement.

Scope

This policy applies to all employees, contractors, interns, and representatives of [Company Name] who use social media personally or professionally, whether during working hours or not, and whether using company equipment or not.

Definitions

Social Media: Online platforms and applications that enable users to create and share content or participate in social networking. This includes, but is not limited to:

- Social networking sites (Facebook, LinkedIn, Twitter/X, Instagram, TikTok)
- Blogs and microblogs
- Forums and discussion boards
- Content-sharing platforms (YouTube, Vimeo, Pinterest)
- Professional networks
- Review sites (Glassdoor, Yelp)
- Any emerging forms of social media

Official Company Social Media: Social media accounts created and maintained by [Company Name] for business purposes.

Personal Social Media: Social media accounts created and maintained by employees for non-business purposes.

Guidelines for All Social Media Use

General Principles

1. **Represent yourself and the company with integrity:** Be honest, respectful, and professional in all communications.
2. **Protect confidential information:** Never share:
 - Trade secrets or intellectual property
 - Financial information not publicly available
 - Customer or employee personal data
 - Information covered by non-disclosure agreements
 - Embargoed news or upcoming product releases
 - Internal communications not intended for public distribution
3. **Respect copyright and fair use:** Obtain permission before using others' content and provide proper attribution.
4. **Be mindful of your association with the company:** If you identify yourself as an employee of [Company Name] on your personal platforms, clarify that your views are your own.
5. **Think before posting:** Remember that anything posted online may become permanently public, even if deleted later.

Prohibited Content

Employees should never post content that:

1. Violates any company policies, particularly those regarding harassment, discrimination, or confidentiality
2. Is defamatory, discriminatory, or harassing toward any person or entity
3. Threatens violence or contains obscene or malicious content
4. Disparages competitors, customers, or suppliers
5. Includes false or intentionally misleading information
6. Creates a hostile work environment
7. Violates any law or regulation

Guidelines for Personal Social Media Use

Representing Yourself Online

1. **Disclaimers:** When identifying yourself as an employee of [Company Name] on personal social media profiles, include a disclaimer such as: "Views expressed are my own and do not represent the

positions or opinions of [Company Name]."

2. **Work-related content:** When discussing work-related matters:

- Make it clear you are speaking for yourself, not the company
- Do not share confidential information
- Be respectful of colleagues, customers, and partners
- Consider company values and reputation

3. **Use of company time and resources:**

- Limit personal social media use during work hours
- Do not use company email addresses for personal social media accounts
- Do not use company logos or trademarks without permission

Privacy Considerations

1. Be aware of privacy settings on social networks and review them regularly.
2. Understand that even with privacy settings, content may be shared beyond your intended audience.
3. Consider the potential impact on your professional reputation before posting.

Guidelines for Professional Social Media Use

Authorized Spokespersons

Only employees specifically authorized by the Marketing/Communications Department may:

- Create official social media accounts for the company
- Post content on behalf of the company
- Respond to inquiries directed to the company
- Engage with customers or the public as a company representative

Content Standards for Official Communications

Official company social media content must:

1. Align with company values, brand guidelines, and communication strategy
2. Be accurate, truthful, and transparent
3. Respect intellectual property rights
4. Comply with regulatory requirements for our industry
5. Maintain a professional and positive tone
6. Protect customer and employee privacy

7. Be reviewed for compliance with company policies before posting

Crisis Situations

1. During a crisis or emergency situation, only designated spokespersons may communicate on behalf of the company.
2. Employees should refrain from commenting on crisis situations and refer inquiries to the Communications Department.
3. The crisis communications protocol takes precedence over standard social media procedures.

Legal and Compliance Considerations

Protected Activities

Nothing in this policy is intended to interfere with employees' rights under federal law, including:

- Discussing terms and conditions of employment
- Engaging in protected concerted activities
- Whistleblowing or reporting illegal activities
- Other rights protected by the National Labor Relations Act or other laws

Endorsements and Disclosures

1. Employees who promote company products or services on personal social media must disclose their employment relationship, in accordance with Federal Trade Commission guidelines.
2. Example disclosure: "#CompanyEmployee" or "I work for [Company Name]"

Monitoring

1. [Company Name] reserves the right to monitor social media content that identifies or references the company.
2. Public social media posts may be monitored regardless of whether they were made using company resources.
3. The company respects employee privacy and will not request passwords for personal accounts.

Violations and Enforcement

Violations of this policy may result in:

1. Removal of content (when possible)
2. Disciplinary action up to and including termination

3. Legal action if laws are violated

Employees who witness violations of this policy should report them to their manager, Human Resources, or the Legal Department.

Training and Support

1. Social media training will be provided to:
 - All employees during onboarding
 - Authorized social media users annually
 - Upon significant policy updates
2. For guidance on social media use, contact:
 - Your manager
 - The Marketing/Communications Department
 - Human Resources

Policy Review

This policy will be reviewed annually and updated as necessary to reflect changes in social media platforms, legal requirements, and business needs.

Related Policies

- Code of Conduct
- Confidentiality Policy
- Information Security Policy
- Brand Guidelines
- External Communications Policy
- Acceptable Use Policy

Acknowledgment

I acknowledge that I have read and understand [Company Name]'s Social Media Policy. I agree to comply with these guidelines and understand that violations may result in disciplinary action.

Employee Signature

Date

Employee Name (Printed)

