Social Media Policy and Guidelines

# Purpose

Use this template to help you create reasonable guidelines for online behavior by employees and contractors who use Social Media on behalf of your company. Be sure to include input from your employees when re-writing this document and to obtain feedback before a corporate wide launch.

The effective use of Social Media can be extremely beneficial to any organization. Therefore, this document should empower your employees to use these emerging technologies responsibly.

That being said, the language & tone used throughout the remainder of this document should be altered to reflect your corporate beliefs, culture & philosophy.

# Scope

These guidelines include, but are not limited to, the following forms of social media:

* Social & Professional Networks (Facebook, LinkedIn, etc.)
* Blogs (Wordpress, Blogger, etc.)
* Micro-Blogs (Twitter, Tumblr, etc.)
* Content (Slideshare, Scribd, etc.)
* Social Bookmarking (Mix, Reddit, etc.)
* Opinion and Review Sites (Yelp, TripAdvisor, etc.)
* Multimedia Sharing (YouTube, TikTok, etc.)
* Virtual Worlds (Second Life, Active Worlds, etc.)
* Social Aggregators (Netvibes, Hootsuite, etc.)

# Disclaimer

Employees and Contractors who use social media on behalf of Company XYZ are expected to have adequate training and must adhere to:

* Our (Company XYZ) Code of Conduct
* Our (Company XYZ) Confidentiality Obligations
* The “Terms of Use” of third-party sites
* The local legal and ethical regulations
* The guidelines set forth in this document

Please be aware that this document will not change your responsibilities and obligations as an employee of Company XYZ.

This document is subject to modifications and amendments from time to time as required. Please be sure to check back frequently for updates.

# Personal Use of Social Media

You are free to set up and use any form of social media within the given framework of the terms provided by the host of such spaces. However, it is important that your personal participation in social media does not interfere with your primary role at Company XYZ.

That being said, we understand that employees may maintain or contribute to personal websites, blogs, micro-blogs, message boards, conversation pages and use other forms of social media such as social networks, virtual worlds, opinion sites, and multimedia sites outside of their job function. When posting information about your job, your activities, or about Company XYZ in general, please exercise good judgments at all times and do not:

* Use Company XYZ’s name in your Identity
* Disclose confidential or proprietary company information
* Use intellectual property, logos, trademarks, and copyrights

If you decide to use any form of social media and make reference to Company XYZ, please use this disclaimer:

“Postings on this space belong to (**Enter Name Here**) and only contain my personal positions, strategies and opinions. It is not endorsed by Company XYZ nor does it constitute any official communication of Company XYZ.”

# Use on Behalf of Company XYZ

When you participate in Social Media on behalf of Company XYZ, please be aware that you are representing Company XYZ in the same way as you would in any other public forum. Therefore, it is important to adhere to the following guiding principles:

1. **Transparency** – Identify yourself, write in the first person, and don’t be afraid to show your personality.
2. **Honesty** – Do not make false or misleading comments/statements. If you have made a mistake, take responsibility for it.
3. **Respectfulness** – Exercise discretion and confidentiality when referring to your colleagues and customers. Do not post proprietary information and/or content unless you have permission to do so.
4. **Add Value** – Stick to what you know, post meaningful comments, and aim for quality.
5. **Be Diligent** – Check you sources, separate opinions from facts and identify all copyrighted or borrowed material with citations and links.
6. **Stay Engaged** - Stay informed, post regularly, and respond to comments in a timely manner.
7. **Protect your Privacy** – Never disclose your personal information.
8. **Be Polite** - Don’t Pick Fights and avoid personal attacks.
9. **Use Common Sense** – Once it’s posted it’s there for good. Be sure to review your posts thoroughly and “spell check” everything.

# Moderation & Media

Our moderation policy is to approve all content, regardless of whether it’s favorable or unfavorable to Company XYZ. We will only reject a submission under the following conditions:

* Offensive language is present
* The submission is out of context
* The submission consists of SPAM
* The submission violates Company XYZ “Code of Conduct Policy”

We do not moderate content posted by our employees and contractors as long as they have taken the required training. Content submitted by a registered user does not require moderation until after the posting has been published. Content submitted by an unregistered user requires moderation on all postings before being published.

Company XYZ does not endorse or take responsibility for content posted by third parties.

**Media Inquiries** – Your contributions to social computing and online conversations might attract media attention. If a member of the media contacts you, simply notify the Media Relations team via press@CompanyXYZ.com. They will determine the best way to handle the inquiry.