**Policy Title: Social Media Guidelines Document ID: SMG-2025-001 Version: 1.0 Effective Date: July 7, 2025**

**1. Purpose This policy provides guidelines for employees on the appropriate use of social media, both for personal and professional purposes, to protect the company's reputation, maintain confidentiality, and ensure professional conduct.**

**2. Scope This policy applies to all employees of [Your Company Name] who engage in social media activities, whether on company time, using company equipment, or in a personal capacity where such activities might reasonably be associated with the company.**

**3. General Principles**

* **Be Respectful: Always be respectful, polite, and professional in your online interactions. Avoid engaging in arguments or making derogatory comments about colleagues, competitors, customers, or the company.**
* **Be Responsible: You are personally responsible for the content you publish on social media. Exercise good judgment and consider the potential impact of your posts.**
* **Be Transparent (when applicable): If you are posting about company-related matters in an official capacity, clearly state your affiliation with the company.**

**4. Company Information & Confidentiality**

* **Do not disclose confidential, proprietary, or sensitive company information on social media. This includes, but is not limited to, financial data, unreleased product information, customer lists, internal strategies, and personal employee data.**
* **Do not post photos or videos taken on company premises without explicit permission, especially if they reveal confidential information or proprietary processes.**

**5. Personal Use of Social Media**

* **While the company respects employees' right to personal expression, personal social media use should not interfere with job performance or create a conflict of interest.**
* **Avoid posting content that could reasonably be interpreted as harassment, discrimination, bullying, or defamation against colleagues, customers, or the company.**
* **If you choose to identify yourself as an employee of [Your Company Name] on your personal social media profiles, ensure your content is consistent with the company’s values and professional standards. Add a disclaimer, such as "Views expressed are my own and do not necessarily reflect the views of [Your Company Name]."**

**6. Company-Sponsored Social Media**

* **Only authorized individuals are permitted to post on official company social media accounts.**
* **Content posted on company accounts must adhere to brand guidelines, legal requirements, and this policy.**

**7. Policy Violations Violations of this social media policy may lead to disciplinary action, up to and including termination of employment.**

**8. Policy Review This policy will be reviewed periodically to adapt to evolving social media platforms and best practices.**