**Prepared for:**

[Client Name]

[Client Company]​

**Created by:**

[Sender Name]

[Sender Company]

# **1. GUIDING STATEMENT**

As an active member of the business community, COMPANY realizes the value and importance of social media for business promotion and practices. We also recognize the growing influence of social media and its widening scope. COMPANY has implemented the following social media policy to help our employees understand and adhere to standard responsible social media practices, put in place to protect the employees, their jobs, and COMPANY as a whole.

Any employee of COMPANY may elect to create a blog, contribute online, or participate in an online social network of any kind. For all employees, the same guidelines which can be found in the employee handbook, including policies regarding employee activity and conduct, apply to employee activities on social media or other forms of online publishing.

# **2. POLICIES FOR SOCIAL MEDIA**

Any time you participate in social media, you are posting on your own behalf unless expressly requested by COMPANY to post on the company’s behalf (i.e., social media, marketing employees). Any posts on social media or other online publishing should be made under your own name.

When posting anything that may be associated with you professionally, it is vital that you post a disclaimer such as: “the opinion expressed here is entirely my own and does not necessarily represent the views or opinions of COMPANY.”

If you identify yourself as a COMPANY employee via social media, your opinions and viewpoint must reflect the responsibilities of your position.

Always adhere to copyright standards and respect the intellectual property of others when utilizing social media platforms or other online publishing forms.

Do not, under any circumstances, disclose any personal information about the company or its employees.

Do not disclose confidential information about COMPANY, its practices, or any information meant to be shared only with fellow employees.

Any rumors, slander, or confidential information shared via social media may have a significant negative impact on this company and its reputation. Legal action may be brought against the individual responsible for the publication of this information.

Remember that, as an employee, you are an ambassador for the company, and your manner in all situations, including online, should reflect that in a positive way.

While on company time or company computers, no employee shall, at any time, share anything with another employee via social media that may be considered inappropriate or fall under the category Not Suitable for Work–known online as NSFW. This includes items of a sexual, profane, or excessively violent nature. These have no place in the work environment, and disciplinary action may occur.

# **3. BEST PRACTICES**

Always respect your audience. In every situation, use social media as a respectful tool to share ideas and information. Be especially mindful when dealing with sensitive subjects such as politics and religion.

Share content intelligently. If you publish an item professionally, you may help to strengthen the community of COMPANY. Make sure what you publish is helpful, valuable, and promotes the principles of this company.

Protect your privacy. Always think twice before posting, and remember that what you share may remain in the public domain for a long time afterwards. Make sure you are protecting your own privacy and that of the company’s.

Employees are responsible for ensuring that their online activities do not interfere with their ability to perform their job, or to fulfill commitments to their managers, co-workers or clients.

# **4. ACCEPTANCE**

I attest that I have read this social media Policy in its entirety and do understand all policies contained therein. I will uphold the standards set forth in this document, and will maintain appropriate and professional conduct when accessing social media.

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| --- | --- |
| [Sender Company] | [Client Company] |