

SOCIAL MEDIA POLICY

Revised on _____, 20____

POLICY. This social media policy provides guidelines for employee and independent contractor social media conduct, both when on behalf of _____ (such as when managing a company account) as well as when using social media personally in reference to the company.

GUIDELINES.

- I. **Follow Company Policy.** All employees must adhere to any provided employee guidelines (Code of Conduct, Employee Handbook, etc.) when using social media in reference to the company.
- II. **Keep Accounts Separate.** Employees are encouraged to keep personal and company-affiliated social media accounts separate and are discouraged from using personal social media during company time or on company equipment.
- III. **Stay Transparent.** When speaking about or on behalf of the company, be transparent about your relationship with the company.
- IV. **Keep Confidentiality.** Employees are: (check all that apply)
 - Allowed to post any information about the company as long as it is posted in a manner that does not have negative sentiment towards the company and does not garner a negative public reaction in accordance with the National Labor Relations Act.
 - Prohibited from posting any information that is considered confidential or copyrighted without explicit, written permission.
 - Other. _____.
- V. **Stay Respectful.** Though not an exhaustive list, employees are strongly discouraged from posting anything illegal, federally or by state, defamatory, pornographic, harassing, libelous, or that might otherwise create a hostile work environment.
- VI. **Seek Permission.** When on a company account, employees should get permission before posting media of current or former employees, vendors, members, suppliers, and the like. Similarly, employees should seek permission before using the copyrighted or trademarked material of a third party. When seeking permission for any item in this policy, the employee must obtain written permission from _____ (“Supervisor”). Said Supervisor can change at any time and, upon such change, this policy will be updated.
- VII. **Find a Representative.** If an individual or entity approaches an employee asking for comment in reference to the company, they should refer said individual or entity to the Supervisor.
- VIII. **Ask for Help.** Employees should seek the help of the Supervisor if they find themselves in a potentially antagonistic online conversation, if they come across any questionable content regarding the company online, if a customer contacts them on social media, or in any other situation in which they are uncertain about what to do, including basics like what is permissible to post and who needs to approve posts.
- IX. **Disciplinary Rights.** Please be aware that we may see content and information publicly posted by employees on social media. On or off-hours online activity that violates company policy may result in disciplinary action or termination.

