**Social Media Policy**

At [INSERT COMPANY NAME HERE] (the "Company"), we know that online social platforms, including blogs, wikis, message boards, video and photo sharing websites, and social networking services, are constantly transforming the way we interact. We also recognize the importance of the Internet in shaping the public view of our company. [INSERT COMPANY NAME HERE] is committed to supporting your right to interact responsibly and knowledgeably on the Internet through blogging and interaction in social media. We want our members to share and learn from others in order to build a valuable online community.

The purpose of these guidelines is two-fold: First, the [INSERT COMPANY NAME HERE] has an aim to protect our interests, including, but not limited to, the privacy of our employees and confidentiality regarding our business purpose, plans, partners, users, and competitors. Second, these guidelines will help you make respectful and appropriate decisions about your work-related interactions with people on the Internet.

Your personal online activity is your business. However, any activity in or outside of work that affects your performance, the performance of others at the Company, or the Company's business interests are a proper focus for this Social Media Policy. You must always assume that your work-related social media activity is visible to the Company as well as current and potential employees, clients, partners, prospects, and competitors. The Company reserves the right to direct its members to avoid certain subjects and remove inappropriate comments and posts. Our internal policies remain in effect in our workplace.

**Guidelines for Discussing [INSERT COMPANY NAME HERE] on the Internet**

- You are not authorized to speak on behalf of the company without express permission from Manager.

- If you have permission to discuss [INSERT COMPANY NAME HERE] and / or our current and potential business activities, employees, partners, clients, or competitors, please follow these guidelines:

 o ***Identification***: Identify yourself. Include your name, and when appropriate, state your role or title within [INSERT COMPANY NAME HERE].

 o ***Disclaimer***: Use a disclaimer that "the views you express on the particular website are yours alone and do not represent the views of [INSERT COMPANY NAME HERE]."

 o ***Proof***: Support any statements made online with factual evidence.

 o Also, let your manager know about the content you plan to publish. Your manager may want to visit the website to understand your point of view.

**Guidelines for Confidential and Proprietary Information**

The following principles apply to professional use of social media on behalf of [INSERT COMPANY NAME HERE] as well as personal use of social media when referencing [INSERT COMPANY NAME HERE].

* Employees need to know and adhere to the [Company’s Code of Conduct, Employee Handbook, and other company policies] when using social media in reference to [INSERT COMPANY NAME HERE].
* Employees should be aware of the effect their actions may have on their images, as well as [INSERT COMPANY NAME HERE] image. The information that employees post or publish may be public information for a long time.
* Employees should be aware that [INSERT COMPANY NAME HERE] may observe content and information made available by employees through social media. Employees should use their best judgment in posting material that is neither inappropriate nor harmful to [INSERT COMPANY NAME HERE], its employees, or customers.
* Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment.
* Employees are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, employees should check with the Human Resources Department and/or supervisor.
* Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Employees should refer these inquiries to authorized [INSERT COMPANY NAME HERE] spokespersons.
* If employees find encounter a situation while using social media that threatens to become antagonistic, employees should disengage from the dialogue in a polite manner and seek the advice of a supervisor.
* Employees should get appropriate permission before you refer to or post images of current or former employees, members, vendors or suppliers. Additionally, employees should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
* Social media use shouldn't interfere with employee’s responsibilities at [INSERT COMPANY NAME HERE]. [INSERT COMPANY NAME HERE] computer systems are to be used for business purposes only. When using [INSERT COMPANY NAME HERE] computer systems, use of social media for business purposes is allowed (ex: Facebook, Twitter, [INSERT COMPANY NAME HERE] blogs and LinkedIn), but personal use of social media networks or personal blogging of online content is discouraged and could result in disciplinary action.
* Subject to applicable law, after‐hours online activity that violates [INSERT COMPANY NAME HERE] code of conduct or any other company policy may subject an employee to disciplinary action or termination.
* If employees publish content after‐hours that involves work or subjects associated with [INSERT COMPANY NAME HERE], a disclaimer should be used, such as this: “The postings on this site are my own and may not represent [INSERT COMPANY NAME HERE] positions, strategies or opinions.”
* It is highly recommended that employees keep [INSERT COMPANY NAME HERE] related social media accounts separate from personal accounts, if practical.
* You may not share information that is confidential and proprietary about [INSERT COMPANY NAME HERE]. This includes, but is not limited to, company strategy, information about trademarks, upcoming product releases, sales, finances, number of products sold, number of employees, and any other information that has not been publicly released by [INSERT COMPANY NAME HERE].
* Any social media accounts that are created by any employee on behalf of [INSERT COMPANY NAME HERE], are the property of the company. You will be provided access to a Google spreadsheet that contains all of our social media account passwords. Any new social media accounts you create, you must update this sheet with the username and password for those accounts.
* If an employee leaves the company, the company shall revoke sharing access to any and all Google docs that they were provided access to.

The list above is given as example only and does not cover the range of what the company considers confidential and proprietary. If you have any questions about whether information has been released publicly or any other concerns, please speak with your manager before releasing information that could potentially harm the Company, or our current and potential business interests, employees, partners, and clients.

For additional information on proprietary information, please review the contract you signed when you joined [INSERT COMPANY NAME HERE].

* [INSERT COMPANY NAME HERE] logo and trademarks may not be used without explicit permission in writing from [INSERT COMPANY NAME HERE]. This is to prevent the appearance that you speak for or officially represent [INSERT COMPANY NAME HERE].
* It is fine to *quote* or *retweet* others, but you should not attempt to pass off someone else's words, photography, or other information as your own. All copyright, privacy, and other laws that apply offline apply online as well. Always give proper credit to credit your sources when posting a link or information gathered from another source.

**Ownership of Social Media Contacts**

* + Any social media contacts, including "followers" or "friends," that are acquired through accounts (including, but not limited to email addresses, blogs, Twitter, Facebook, Youtube, or other social media networks) created on behalf of [INSERT COMPANY NAME HERE] are the property of [INSERT COMPANY NAME HERE].

**Transparency and Disclosures**

* + If you have permission to publicly share what a client, partner, or other organization is doing, such as launching a new website or coming out with a new product, you must disclose your relationship to the other party.
  + Do not discuss an organization or product in social media in exchange for money. If you receive a product or service to review for free, you must disclose it in your post or review.

**Respect and Privacy Rights**

* Use common sense.
* Follow the rules of the social media sites you use.
* Speak respectfully about the Company and our current and potential employees, clients, partners, and competitors.
* Write knowledgeably, accurately, and with appropriate professionalism. Despite disclaimers, your Web interaction can result in members of the public forming opinions about the Company and its employees, partners and business interests.
* Refrain from publishing anything that could reflect negatively on the Company's reputation or otherwise embarrass the organization, including posts about drug or alcohol abuse, profanity, off-color or sexual humor, and other inappropriate conduct. Do not use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not otherwise be acceptable in the Company's workplace. Please also show respect for topics that may be considered objectionable or inflammatory.
* Honor the privacy rights of our current staff, members, and partners by seeking their permission before writing about or displaying internal company information that could be considered a breach of their privacy and confidentiality.
* Respect the law, including those laws governing defamation, discrimination, harassment, and copyright and fair use.

**Media**

* Media inquiries for information about our company and our current and potential products, employees, partners, clients, and competitors should be referred to the President's Office. This does not specifically include your opinions, writing, and interviews on topics aside from our company and our current and potential products, employees, partners, clients, and competitors.

**Non-Competition**

* You may not sell any product or service that would compete with any of the Company's products or services without permission in writing from Manager. This includes, but is not limited to trainings, books, products, and freelance writing. If in doubt, discuss this matter with your Manager.

**Your Legal Liability**

* [INSERT COMPANY NAME HERE] complies with all federal and state laws that apply to our operations and activities. Since you are involved in [INSERT COMPANY NAME HERE] operations and activities, you are responsible for understanding and observing these policies.
* Note that the breach of privacy and confidentiality, use of copyrighted materials, unfounded or derogatory statements, or misrepresentation may be considered illegal and is not accepted by [INSERT COMPANY NAME HERE].
* Each person at [INSERT COMPANY NAME HERE] is personally responsible, and may be legally liable, for the content he or she publishes online. You can be sued for not disclosing your relationship to [INSERT COMPANY NAME HERE], or for purposely spreading false information. You can also be sued by company employees, competitors, and any individual or company that views your commentary, content, or images as defamatory, pornographic, proprietary, harassing, libelous or creating a hostile work environment. In addition to any legal action, your activity can result in disciplinary action up to and including ***employment termination***.
* If you have any questions, please ask Human Resources for guidance on compliance with the laws.

**The Employee Social Media Bill of Rights**

* The employee has the right to use the social web as a means of communication and self-expression outside of work hours.
* The employee has the right to personal digital access: just as with other forms of communications, employees’ right to access digital social networks for personal use on their own devices and networks is recognized.
* The employee has the right to equal access to the social web: access to the social web for personal use shall not be restricted to one group of employees.
* The employee has the right to digital privacy: with regards to data, this includes information and conversations not available in the public stream.
* The employee has the right to digital dignity: no employee who uses social media shall ever have to worry about being harassed or bullied (online or offline) by co-workers, supervisors, fellow employees, or management.
* The employee has the right to know: if employees are allowed to use social media at work and/or are using company equipment and networks, the company must notify them if their communications and content are captured, browsed, shared, and intercepted. The employee shall be notified that any data that is sent or received through the company networks or devices is company property.
* The employee has the right to own and manage “personal” accounts on various social media networks without interference from the employer.