

Employee Social Media Policy

At [COMPANY NAME], we believe that social media can be an incredible tool for employees to both share their experiences and insights and engage with customers and prospects. We encourage our employees to use social media in a way that promotes our brand, supports our mission, and reflects positively on our company.

Social media defined

For the purposes of this Policy, “social media” encompasses all forms of communicating or posting information or content of any sort on the Internet, such as communication posts or other activity on your own or someone else’s social media profile (including, but not limited to Instagram, Snapchat, Tik Tok, YouTube, Facebook, Twitter, LinkedIn, etc.), an online blog, any personal website, an online bulletin board or a chat room or any other electronic medium.

Guidelines for social media usage

To ensure that social media usage aligns with our values and promotes our brand, we recommend the following guidelines:

Tone: Use a professional, respectful, and positive tone in all social media interactions.

Frequency: Post regularly, but avoid overloading your followers with too many updates at once.

Length: Keep your posts concise and engaging. Use images or videos where appropriate.

Engagement: Respond to comments and inquiries in a timely and courteous manner.

Negativity: Avoid negative or divisive topics that could harm the company's reputation or alienate followers.

These guidelines are truly just guidelines. We understand that the views expressed on any individual’s social media account may not represent the views of the company; that being said, in many instances, you and your social media profile may be representing the company in some capacity.

This policy is meant for public profiles that reference your name, title, and/or place of employment. If you’re at all unsure about your profile’s content, we ask that you set it as ‘private’ or make it anonymous. Ultimately, you are solely responsible for what you post online, and it’s a good practice to be thoughtful and considerate about how those posts may reflect on you, both personally and professionally.

What we encourage you to post

- Positive experiences: You are encouraged to share positive experiences about your work or work-related events, such as company culture, team events, and charitable activities.
- Professional insights: You can share your professional insights on industry trends, best practices, and emerging technologies.

- Company updates: You can share company updates such as new product launches, upcoming events, and company milestones.
- Engage with customers & prospects: You can engage with customers and prospects by responding to comments or inquiries. (Specific support issues should be routed to the proper channels, however!)

What you cannot post

- Confidential information: Employees should not post any confidential or proprietary information about the company, its clients, or its employees.
- Discriminatory or offensive content: Employees should not post any discriminatory remarks, harassment, or threats of violence. Similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including termination.
- Personal information: Employees should not share any personal information about other employees or clients without their consent.

As a reminder, your manager and the employee experience team are *always* available to you if you have any particular issues or negative experiences to share.

If you are at all uncertain about whether or not your post is appropriate or allowed under these guidelines, please reach out to the communications team.

Using social media at work

Within reason, we encourage the use of social media while on work time and/or on the equipment we provide. The use of social media should not take away from performing your job duties as assigned.

Do not use [COMPANY NAME] email addresses to register on social networks, blogs, or other online tools utilized for personal use.

Social media monitoring

The marketing and communications teams often monitor employee profiles, company mentions, and news channels. They may reach out to you directly if they have concerns about brand representation, customer service, sales tactics, etc.

Company profiles

Our company is active on LinkedIn, Twitter, Instagram, and YouTube. We'd love for you to follow, comment, and share our posts whenever you'd like, and we will often repost and feature employee-generated content as well!

Employee social media training

We provide social media training to employees to ensure they understand how to use social media effectively and responsibly. This training happens once a quarter and includes:

- An overview of the company's social media policy
- Best practices for social media usage
- Guidance on how to respond to comments and feedback
- Specific suggestions for sales, recruiting, and the comms team
- Tips for engaging with customers

Press & interviews

Employees should *not* speak to the media on [COMPANY NAME]'s behalf without contacting the marketing department. All media inquiries should be directed to them.

Legal considerations

We understand the importance of complying with relevant laws and regulations. Our social media policy is designed to ensure that we meet legal requirements and respect intellectual property rights, data protection laws, and other relevant regulations.

Consequences for policy violations

While our focus is on promoting positive social media use, we recognize that policy violations can occur. Consequences for policy violations may include disciplinary action, termination of employment, or legal action, depending on the severity of the violation.

By following these guidelines, we believe that employees can use social media to support our company's mission, engage with customers and prospects, and build a positive online presence!