SOCIAL MEDIA POLICY

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| Version Number |  |
| Last Reviewed |  |
| Next Review Date |  |

**Introduction**

[Name of Organisation] is a forward-thinking company that actively embraces social media. As a relatively new communications medium, this can offer many benefits to the company, customers, employees and other stakeholders. However, without clear guidelines there is also the risk of misleading other participants, and harm being caused to the Company’s reputation.

All Company Employees should be aware that anything posted on social media can be seen by many and is not easy to erase.

The aim of these guidelines is to communicate our business policies and provide guidance for [Name of Organisation] Employees, and others representing the Company in social media activities.

**Definition of Social Media**

Within this Policy ‘Social Media’ is defined as user generated content that is shared over the internet via technologies that promote engagement, sharing and collaboration.

[Name of Organisation] considers ‘Facebook’, ‘Twitter’ and ‘Linked In’ to be social media sites however, this Policy should not be read as being limited to these sites alone, it covers all types of media that could fall under the definition of social media as above.

**As a Company Employee, if you are in any doubt as to whether a site is considered to be social media and therefore impacted by this Policy then consult your Manager.**

**Authorised Activity**

No Employee should make reference to the Company or any of its employees, contractors or suppliers whilst engaging in personal social media activities.

Only those personnel authorised via their Job Description or Contract or by Senior Management are to undertake social media activities on behalf of the Company, either in work time or after hours.

Any personal social media activities on matters that relate to the Company or its employees should include a disclaimer approved by the CEO that the content is their personal view and not the official view of the Company.

Unauthorised staff making posts which are in any way identified as representing the Company shall be deemed to be in breach of this Policy. This includes responding to any comments posted that mention the Company.

**Social Media Guidelines**

All Company employees are bound by the following undertakings:

* We will not use false or fake personas;
* We will not pretend to be impartial individuals in order to promote the Company, its brand, products or services;
* We will not at any time provide any confidential or proprietary information relating to the Company, its operations, its contractual dealings, its suppliers or any other information which is deemed to be confidential at the time of the post;
* We will not make any reference to customers, suppliers or sub-contractors without their express prior approval and the approval of management;
* We will respect the law of copyright and ensure that we have the right to use any content prior to publishing it;
* We will not make or participate in formulating postings that may be considered discriminatory or constitute bullying and harassment of an individual or individuals;
* We will not make or cause to be made postings that constitute spam or junk type postings and/or that contain profanities or material that is pornographic in nature.

**Monitoring Employee Activity**

* Social media activity during work hours of a personal nature shall only occur during designated break times unless authorisation has been given by management.
* The Company retains the right and discretion to monitor use of social media by staff and address any perceived over-use of personal social media during working hours.
* If any employee becomes aware of any negative comment made about the Company, its brand, products or services on any social media site they should not respond directly, but inform Senior Management as soon as possible.

**Consequences of breaching this Policy**

Any employee breaching this Policy will be subject to disciplinary procedures and/or dismissal as per our [Enter Title of your Performance Management /Discipline Policy] and Procedure.

These guidelines apply to all Employees of the Company. As social media is a fast-developing means of communication, any suggestions that may help the Company to adapt to new issues or improve on these guidelines are welcomed.

These guidelines will be regularly reviewed by Senior Management to ensure their continued effectiveness and improvement.