



**SOCIAL MEDIA
POLICY GUIDE**





Social Media Policy Worksheet

This worksheet is designed to help you create a social media policy for your business. By reflecting on your company values and how you want your brand to be represented online, you can establish clear guidelines for your employees. Use the prompts below to guide your thinking.

Think about what your company stands for. List the values that are most important to your business. These should guide how your employees represent your brand online.

Examples: Integrity, customer service, innovation, community involvement, teamwork.

How do you want your company to be perceived by the public? Describe the tone of voice that should be used in social media posts (e.g., Friendly and approachable, but professional.).

Example: Friendly and approachable, but professional.

What types of content should your employees share about your company? Consider what aligns with your values and what would positively reflect your business.

Examples: Customer success stories, behind-the-scenes looks at your business, team achievements, industry news, community involvement.



The goal is to empower your employees to share positive content about your company while protecting your brand and maintaining professionalism.

What information or types of content should employees **avoid** sharing on social media? Think about what could potentially harm your business or violate privacy.

Examples: Confidential business information, negative comments about the company, personal customer information, political or controversial opinions.

What standards of professionalism should your employees uphold when representing your company online? Consider both the content of their posts and how they interact with others.

Examples: Responding to comments politely, avoiding offensive language, representing the company positively.

How will you train your employees on social media best practices? Consider what resources or support they might need to represent your brand effectively.

Examples: Provide a simple guide, offer a training session, designate a contact person for social media questions.

How will you monitor social media activity to ensure it aligns with your policy? How will you provide feedback to employees if needed?

Examples: Regularly review posts, offer constructive feedback, set up a reporting system for concerns.



By setting clear guidelines, providing simple training, and supporting your employees, you can harness the power of social media to help grow your business.

How will you acknowledge employees who positively promote your brand on social media? Consider ways to reward their efforts to encourage ongoing engagement.

Examples: Public recognition, small rewards, shout-outs in team meetings.

Review your answers to the prompts. Do they align with your overall business goals and values? Use the space below to make any adjustments needed to ensure your social media policy reflects what's most important to your company.



By completing this worksheet, you've taken the first step toward creating a social media policy that supports your brand and empowers your employees. Use this as a foundation to draft a formal policy document, and remember to revisit and update it as your business grows.



Social Media Policy Example

Here's an example of an effective social media policy that you can use as a template for your business. Have employees sign and date the policy to confirm their understanding of how to represent the company appropriately on social media.

[Your Company Name] Social Media Policy

Purpose: This policy provides guidelines for employees of [Your Company Name] who engage in social media activities, whether for personal or professional purposes, to ensure the company's reputation is maintained and enhanced.

Scope: This policy applies to all employees, contractors, and affiliates of [Your Company Name] who use social media platforms, including but not limited to Facebook, Twitter, LinkedIn, Instagram, Snapchat, and TikTok.

1. Representing [Your Company Name]

Be Professional: When discussing your work or anything related to [Your Company Name] on social media, always conduct yourself in a professional manner. Use good judgment, be respectful, and consider how your posts could reflect on the company.

Be Transparent: If you mention [Your Company Name] or its products/services, disclose your affiliation with the company.

Be Honest: Only share truthful and accurate information. If you're unsure about something, ask before posting.

2. Confidentiality and Privacy

Protect Company Information: Do not share confidential or proprietary information about [Your Company Name], its clients, partners, or suppliers. This includes financial information, potential new business, internal policies, and any other sensitive data.

Respect Privacy: Do not share personal information about customers, colleagues, or other stakeholders without their consent.

3. Use of Social Media During Work Hours

Stay Productive: Use of social media during work hours should not interfere with your job responsibilities. Personal use during breaks is acceptable.

Company Accounts: Access to official [Your Company Name] social media accounts is restricted to designated employees. All posts on company accounts must be pre-approved by the designated social media manager.

4. Content Guidelines

Align with Company Values: Ensure that your posts align with [Your Company Name]'s values and mission. Avoid posting content that could be considered offensive, discriminatory, or inappropriate.

Avoid Negative Comments: Do not post negative or derogatory comments about the company, colleagues, competitors, or customers. If you have concerns, address them through the appropriate internal channels.

Use Appropriate Language: Refrain from using profanity or inappropriate language in posts related to [Your Company Name].

5. Responding to Comments and Questions

Be Courteous: When responding to comments or questions about [Your Company Name], be polite and professional. If the inquiry requires detailed or sensitive information, direct it to the appropriate person.

Know When to Escalate: If you encounter a difficult or sensitive situation online, do not respond immediately. Instead, report the issue to your manager or the social media team for guidance.

6. Legal Considerations

Follow the Law: Ensure that your posts comply with all applicable laws, including copyright, privacy, and data protection regulations. Do not post content that you do not have the right to use.

Respect Intellectual Property: Do not use [Your Company Name]'s logos, trademarks, or copyrighted materials without permission.

7. Monitoring and Enforcement

Regular Monitoring: [Your Company Name] reserves the right to monitor social media activity related to the company to ensure compliance with this policy.

Disciplinary Action: Violation of this policy may result in disciplinary action, up to and including termination of employment.

8. Reporting Issues

Open Communication: If you see something on social media that concerns you or may negatively impact [Your Company Name], report it to your manager or the HR department immediately.

9. Updating the Policy

Periodic Review: This policy will be reviewed periodically and updated as needed to reflect changes in social media practices or company guidelines.

By signing below, I acknowledge that I have read and understood [Your Company Name]'s Social Media Policy and agree to comply with its terms.

Employee Signature: _____

Date: _____