

SOCIAL MEDIA POLICY

This social media policy applies to all **Insert Your Company** personnel and any other person who may be identified as a representative of **Insert Your Company**. It also includes any application where a person's comments, postings or profile can be identified as belonging to an employee, worker or representative of **Insert Your Company**.

This social media policy is irrespective of whether **Insert Your Company** is formally identified and is regardless of whether company-owned or personal computers, devices or equipment are being used.

All activities on social media shall be considered public, despite the availability of privacy options on social media platforms, as it is still possible for content to be shared beyond intended recipients.



SAMPLE

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- Video and photo sharing sites such as YouTube
- Posting and blogging sites such as Twitter
- Online collaborations such as Wikisites
- General online forums and discussion groups
- Blogs including business blogs and personal blogs
- Blogs hosted by traditional media outlets
- Podcasting
- Any other social media platform or outlet

Standards for Appropriate Use of Social Media

Insert Your Company expects all personnel and representatives of the company to maintain professionalism and ethical behavior when using social media, to maintain public confidence in the company's operations and services.

To protect the reputation of **Insert Your Company** and its personnel, all persons must adhere to the following standards:

- Always assess the likelihood of damaging or negative outcomes before posting or publishing information online.
- Be considerate and show respect to other people.
- Respect the opinions, culture and beliefs of others.
- Take care to protect your own personal brand and privacy.
- Understand and comply with the platform's terms and conditions of use.
- Disclose any conflicts of interest that may arise from associations made through social media.
- Be aware that anything posted or published online may still be available even after it has been deleted.
- Use a disclaimer to clarify any transparency concerns or conflicts of interest.

