

Introduction

Social media has changed the way we communicate, both at work and in our personal lives. [Company] has established these guidelines for appropriate use of social media, including but not limited to:

- Networking sites (i.e. Facebook, LinkedIn, Twitter, Instagram)
- Video and photo sharing sites (i.e. Flickr, YouTube)
- Messaging platforms (i.e. Messenger, WhatsApp)
- Blogs, wikis, online forums and message boards (e.g. Quora)
- Internal messaging systems (e.g. Slack, Yammer)

These guidelines apply to both company sponsored social media and personal use as it relates to [Company].

Guidelines

- **Be Transparent.** If you share anything related to [Company] and/or associate yourself with [Company] in any way, add a disclaimer in your profile such as: "Views expressed are my own."
- **Use Good Judgment.** Remember that what you share online is permanent. So be smart in what you say and do online. Ultimately, you are responsible for what you write, which can not only reflect on you personally but also on [Company]'s brand. If what you're thinking of writing gives you concern, pause and reach out to your manager or the social media team at [Email Address] for guidance.
- **Uphold Our Values & Policies.** Guidelines for functioning online are the same as the values, ethics and confidentiality policies you are expected to uphold in general as an employee of [Company].
- **Protect Confidential Information.** Never share [Company]'s confidential or proprietary information, or share upcoming news about [Company]. Examples include, but are not limited to: financial information; information on employees, customers, partners, or suppliers; and business development deals.
- **Proceed with Caution.** You may encounter negative posts about the [Company]. [Company] has a team that monitors social media and is trained to respond to these types of situations. Let this team respond or, if you believe they are unaware of the incident, alert them at [Email Address].
- **Respect Our Brand.** Employees are not allowed to create or manage [Company]-branded social media accounts without official permission from [Company].
- **Stay Legal.** Respect copyright and fair use laws. Give credit where credit is due.

Thank you for observing these guidelines as you engage in online activity.