Social Media Policy Template

Social media can be a fun and rewarding way to share your life and interests with family, friends, and co-workers. However, social media use carries some risks, and also implies some responsibilities. To assist you in making responsible decisions about your use of social media, guidelines for appropriate use of social media have been established.

This policy applies to all employees of, board members of, and volunteers for .

Guidelines

Social media includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else’s:

* web log or blog, journal or diary
* personal web site
* social networking or affinity web site
* web bulletin board
* chat room
* any other form of electronic communication

These guidelines apply to electronic communication media whether or not it is associated or affiliated with the organization.

You are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that *any of your conduct that adversely affects your job performance, the performance of fellow employees, or otherwise adversely affects board members, volunteers, members, customers, stakeholders, or people who work on behalf of the organization, may result in disciplinary action up to and including termination.*

Know and follow the rules

Carefully read these guidelines and ensure your postings are consistent with these policies. *Inappropriate postings will not be tolerated and may subject you to disciplinary action up to and including termination. Inappropriate postings may include:*

* *discriminatory remarks*
* *harassment*
* *threats of violence*
* *or other inappropriate or unlawful conduct.*

Be respectful

Always be fair and courteous to fellow employees, board members, volunteers, customers, members, stakeholders, or people who work on behalf of the organization. Social media is not an appropriate place to resolve work-related complaints or concerns. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video, or audio that could be viewed as malicious, obscene, threatening, or intimidating, that disparage customers, members, employees, board members, volunteers, or stakeholders, or that might constitute harassment or bullying.

Be honest and accurate

Information posted should always be honest and accurate. If you make a mistake, correct it quickly. Be open about any previous information which you have altered. The Internet archives almost everything; therefore, even deleted postings may be searched. Never post any information or rumors that you know to be false about the organization, fellow employees, board members, volunteers, members, customers, stakeholders, or people working on behalf of the organization.

Confidentiality and representing the Organization

Maintain the confidentiality of the organization’s private or confidential information. Do not post internal reports, policies, procedures, or other internal business-related confidential communications.

Do not create a link from your blog, website, or other social networking site to the organization’s website without identifying yourself as an employee of, board member of, or volunteer for the organization.

Express only your personal opinions. Never represent yourself as a spokesperson for the organization. If the organization is a subject of the content you are creating, be clear and open about the fact that you are an employee, a board member, or a volunteer, and make it clear that your views do not represent those of the organization, fellow employees, board members, volunteers, members, customers, stakeholders, or people working on behalf of the organization. If you do publish a blog or post online, related to the work you do or subjects associated with the organization, make it clear that you are not speaking on behalf of the organization.

Using social media at work

Refrain from using social media while on work time or on equipment we provide, unless it is work-related as authorized by your supervisor. Do not use an organizational email address to register on social networks, blogs, or other online tools utilized for personal use.

Retaliation is prohibited

The organization prohibits taking negative action against any associate for reporting a possible deviation from this policy, or for cooperating in an investigation. Any associate, who retaliates against another associate for reporting a possible deviation from this policy, or for cooperating in an investigation, will be subject to disciplinary action, up to and including termination.

Media contacts

Associates should not speak to the media on the organization’s behalf without contacting the Executive Director. All media inquiries should be directed to them.

For more information

If you have questions or need further guidance, please contact your HR representative.

*This policy is provided as a starting point for creating your own policy. It does not constitute legal advice. We recommend that you have all policies reviewed by an attorney before implementing them.*