

Social media policy [standard]



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INSIDE NEWS

Social media policy

This policy provides guidance on [Organisation Name]'s expectations for the use of social media and online activity. It is applicable to any individual who represents [Organisation Name] in any capacity.

Use the policy to enhance your reputation and that of [Organisation Name]. The internet is a valuable marketing tool and intelligent use of it will present [Organisation Name] as an attractive proposition in our chosen fields. It's an excellent way to offer help and support to clients and educate potential clients on our skill base.



[Organisation Name] social media accounts

Posts under [Organisation Name] official social media profiles can only be made by designated persons.

The content posted must:

- Comply with copyright law
- Comply with data protection law
- Refer only to people who have given permission for their name/social media contact to be used
- Present positive information

Posts should aim to attract and engage [target audience].

To provide support [Organisation Name] consultants are encouraged to retweet, share, like and comment on [Organisation Name] posts.

Your personal social media accounts

- Check your security and privacy settings so only people you have invited can see your personal information and posts.
- Remember that everything you post can potentially be seen by our clients and future clients. Post only what you would be comfortable for your most valuable client to read.
- Keep your social and professional profiles separate and be selective about who you invite to enter your communities.
- Use [Organisation Name] branding only with permission.
- Post only information that is respectful and accurate
- On blogs and articles include disclaimers that this is your opinion and views, not those of [Organisation Name].

We want you to use social media as a positive tool. However, a breach of this policy may result in termination of your association with [Organisation Name] and the company reserves the right to take further action should it be appropriate.

For more information please contact
[Email address](#) or **[phone number]**