



Policy – Social Media

Purpose & Scope

[Company] expects all employees to maintain a certain standard of behaviour when using social media. This policy is designed to protect the reputation and credibility of the company, our employees and contractors who create or contribute to social media forums. This policy applies to all employees, contractors and other third parties the company deals with.

Definitions

Social Media is any tool or service that facilitates conversation over the internet. It may include, but is not limited to the following:

- Social networking sites such as Facebook, MySpace, LinkedIn and Bebo;
- Video and photo sharing websites (YouTube, Flickr);
- Weblogs, Blogs, discussion groups, chat forums – both corporate and personal;
- Micro-blogging (twitter);
- Online encyclopaedias such as Wikipedia;
- Forums, discussion boards and groups;
- Vod and podcasting;
- Online multiplayer gaming platforms;
- Instant messaging;
- Geo-spatial tagging.

Content

There is value in using social media to build meaningful business relationships with clients, communities and other stakeholders. However it is important to distinguish between professional and private use, and to note that these guidelines do not apply to employees' personal use of social media away from the workplace, where the employee makes **no reference** to company related issues and does **not identify** themselves as an employee of [Company].

Professional Use

Any employee use of social media as part of their employment to promote [Company], must first be approved by the Managing Director or General Manager. Separate professional profiles should be set up to ensure that personal and professional areas are kept quite distinct from one another, and to ensure that readers can differentiate between a private individual and an employee of [Company].

If an employee is officially permitted to represent [Company] using social media they must:

- disclose that they are a [Company] employee;
- disclose only publicly available information;
- be protective of confidential information;
- be respectful towards individuals they interact with and their opinions;
- adhere to copyright, privacy, libel, financial disclosure and other applicable laws.

Unless permitted, no reference should be made to any clients, customers or partners without first getting their permission to do so. It is important to remember that once the information is out on a social media platform it will be difficult to remove it completely.

Personal Use

[Company] understands that employees use social media in their personal lives, and this policy is not intended to discourage or limit personal expression or online activities. It should be noted that there is the potential for damage via the personal use of social media where a person can be identified as an [Company] employee.

If referring to [Company] when using social media in a personal capacity, it is essential that readers of posts do not construe personal comments as being representative of the company. Employees should:

- identify themselves as employees of the company;
- not imply that you are speaking on behalf of the company;
- not use the identity of another employee;
- be mindful of the company's reputation;
- disclose only publicly available information;
- not include any company logos in any posts.

Ultimately, employees are personally responsible for their posts online.

Breach of Policy

Failure to comply with this policy could constitute a breach of employment conditions. This may result in disciplinary action being taken, in the form of either a verbal or written warning. In serious cases it may result in the termination of employment.

Approvals & review

Policy review date:	
Policy approved by title:	[Company]
Policy approved by signature:	