**Social Media Policy Template**

**TABLE OF CONTENTS**

1. STATEMENT AND SCOPE
2. TACTICAL GUIDELINES FOR EMPLOYEES
3. CONSEQUENCE OF BREACH
4. ANNUAL REVIEW

***Last revision: [insert date]***

**STATEMENT AND SCOPE**

As an employee and representative of [company name], you are expected to demonstrate best practices and appropriate etiquette on social media, including but not limited to the following:

* [insert guideline, e.g., Be respectful to all, No hate speech, No confidential company info, etc.]
* [guideline]
* [guideline]
* [guideline]
* [guideline]
* [as many guidelines as is necessary]

**Customer Inquiries**

[Describe process employees are expected to follow when a customer contacts them via social media.]

**Questionable content**

[Describe process employees are expected to follow when coming across misinformation, news leaks, confidential information, or other questionable content regarding the company on social media.]

**TACTICAL GUIDELINES FOR EMPLOYEES**

**When do I need approval to post a message on social media?**

[insert answer, including who to contact for approval]

**What kind of information am I allowed to post related to my work on social media?**

[insert answer and examples]

**Should I include my company info in my social media bio? Or should I keep my company accounts and my personal accounts separate?**

[insert answer and examples]

**What should I do on social media during a PR crisis?**

[insert answer and examples]

**How do I comply with copyright law on social media?**

[insert answer and examples]

**CONSEQUENCE OF BREACH**

[Clearly describe the discipline process for failure to comply with the social media policy]

**ANNUAL REVIEW**

This policy will be reviewed once per year. All employees will be provided with access to a copy.