SOCIAL MEDIA
POLICY

Company Name

Oktopost

Why This Policy Exists

"It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently."

Warren Buffet

It's true. Companies invest valuable time and resources into building their brand image, but all it takes is one foolish action to tarnish this image. Controversial posts, employee leaks of sensitive information, and defamatory social media messages are all examples of threats that could harm your brand's online reputation.

In light of these risks, developing a social media policy keeps your brand intact while encouraging responsible employee participation. A formal policy clearly outlines the rules governing how a company and its employees should conduct themselves online.

Having such policy ensures that every employee, regardless of his or her position, uses their social accounts in a professional and appropriate fashion. Additionally, a policy helps you limit costly legal problems and prevent poorly-judged-or-timed social media activity.

Scope of Policy

_____'s social media policy applies to all team members, as well as freelancers and interns, who use social media during or after work to post company-related information.

For the Purposes of this Policy, Company-Related Information may Refer to:

- Photos taken in the workplace
- Photos taken of employee members
- Confidential or personal information pertaining to clients, prospects, or employees
- Company-owned content such as blogs, presentations, videos etc.
- _____
- _____

For the Purposes of this Policy, Social Media may Refer to:

- Popular networks such as Facebook, Twitter, LinkedIn
- Photo-sharing networks such as Pinterest and Instagram
- Discussion forums such Reddit
- Q&A-based networks such as Quora
- Review platforms such as Yelp and Google Reviews
- _____
- _____

General Recommendations and Guidelines

Any employee who's posting from _____'s or personal accounts is encouraged to adhere the following best-practices to avoid common social media mistakes:

- **Get to Know the Social Network**

  Every social media channel has its own personality, serving different audiences, content, and purposes. For example, LinkedIn is more professional, while Twitter and Facebook have a more casual nature. Twitter has a 140-word character limit for posts, while LinkedIn and Facebook don't. Before posting, familiarize yourself with the network by reading FAQs and researching what is and is not acceptable to post.

- **Correct your Own Mistakes**

  If you make a factual error in a post, update it with a correction. Deleting or editing the original post should come at your own discretion, depending on the situation. In case of a social media blunder, such as posting rude or embarrassing information, don't walk away. The best way to overcome this is by posting a meaningful apology or privately messaging the person/company you offended.

Beware of Potential Security Threats

Hackers can use social networks to distribute spam and malware. Make sure to report any suspicious activity, including questionable comments and friend requests.

Be Careful When Sharing Information About Yourself or Others

Hackers can also use personal information to their advantage.

Don't Escalate Issues

Responding to other social media users, especially concerning a controversial subject, can result in a heated argument. To avoid such arguments, it's best to not comment if you feel it may spark a conflict.

Think Before Posting

This is the golden rule of social media. Not only should you check grammar and spelling, but ensure that your status or image updates won't have any negative effects. These include, igniting an argument or disclosing sensitive information.

Use of Company Social Accounts

_____'s social media accounts must only be used and created by authorized individuals for the purpose of meeting defined company goals.

Goals and Purposes of _____'s Social Media Accounts:

- E.g. Build strong relationships with clients and prospects
- E.g. Drive traffic to the company website
- _____
- _____
- _____
- _____
- _____

Employees Can Meet These Goals by:

- Posting original content pieces such as blog posts, webinars, and infographics
- Sharing third-party (curated) content pieces relevant to target audiences
- Announcing special offers, events, and contests
- Promoting product demonstrations or how-to guides
- Engaging with audience, including providing timely responses
- Monitoring social channels for brand mentions, customer questions, and competitor activity.

Oktopost

Roles and Permissions

Only approved users may access _____'s social media accounts to perform the tasks mentioned above. The company only approves certain employees to ensure its social media voice and messaging are aligned with brand guidelines.

Oktopost's Roles and Permissions allow you to define your team members' level of access within the platform. Every account user is assigned a specific role, which has certain functionalities. By default, Oktopost offers five basic roles that fit most scenarios:

Role	Description
Owner	The user who created the account has access to all functions, including social publishing, listening, analytics, advocacy, etc.
Admin	Account administrator has access to all functions
Publisher	Has access to all publishing and analytics functions. Does not have access to account settings, integrations, roles and permissions.
Contributor	Can compose social posts in draft mode but cannot approve them. Does not have access to account settings, integrations, roles and permissions.
Read	Read-only access to publishing and analytics functions.

Creating Social Media Accounts Under the Company's Name

As _____ looks to explore the benefits and risks of maximizing its social media presence to include more networks, the [marketing director OR social media manager] must approve the creation of new accounts. If employees see an opportunity to create a social media account that supports company goals, they should pitch their ideas to the [marketing director OR social media manager].

Use of Social Media for Employee Advocacy

As employee advocacy yields clear company benefits, such as amplifying content reach, boosting engagement, and driving lead generation, _____ understands that there's a thin line between what employees can and cannot post.

Employees are using social media not only to build their personal brands, but to promote their company at large. Therefore, it's important to develop a set of mutually agreed-upon guidelines. These guidelines are meant to support both parties involved: the company and its employees.

Below are Acceptable Uses of Social Media:

- Post about topics _____, _____, _____, _____, _____ when engaging with audiences
- Respond to audience questions and feedback
- Monitor competitor or company accounts
- Connect and interact with users who may be a relevant customer

Below are Unacceptable Uses of Social Media:

- Post inappropriate, offensive or racist messages and images
- Post content published by competitors
- Answer audience questions that do not pertain to your field of expertise (instead, direct them to a relevant employee)

If you have any further questions regarding what is acceptable and unacceptable to post as an employee advocate, please speak to our designated social advocacy leader, [name].

Oktopost

Inappropriate Uses

Regardless of whether the social media account is personal or under a _____, employees should not:

- Conduct illegal or criminal activities, as defined by [online communication bill/legislative document]
- Post material that could be interpreted as libelous or defamatory
- Share updates, images, and messages that may damage the company's public image
- Discuss employees, customers, partners, and suppliers without their expressed consent
- Harass others by sending them offensive content and messages
- Communicate with company competitors in disrespectful fashions
- Distribute spam and chain messages

Policy Enforcement

A social media policy should clearly highlight best-practices for implementation and enforcement. Companies must ensure that the approved policy has a system of checks and balances so that employees adhere to the policy. Some guidelines to work with when deciding on the enforcement policy include:

■ **Make the Social Media Policy Accessible to the Entire Company**

This includes management, interns, freelancers, and everyone in-between. If you're working with independent contractors or people who may act on behalf of the company, they should also receive a copy of the policy. Anyone who has read the policy should acknowledge it in writing. Uniform enforcement of the policy will also protect _____ in potential litigation.

■ **Educate Employees Through Formal Training**

Provide formal training in the form for presentations and seminars to introduce employees to the social media policy. This is especially applicable to any marketing team member who you onboard.

■ **Highlight the Basis for Policy Violation**

Employees who violate the social media policy should be informed in advance on the consequences facing their actions. Depending on the nature and severity of the violation, it's up to your company to decide how to handle the matter. Before taking any dramatic action such as termination of employment, your company might want to consider the employee's past social media activity to determine the "motives" behind his or her violation.

■ **Review Official Legislative Documents and Bills**

For a more objective perspective, your company should carefully review any recent documentations dealing with online communication. For example, you can double check if the employee's social media activity violates Federal and state laws.

Manage your social media marketing activities activities at scale

Request a Demo