

SOCIAL MEDIA

[Organization Name] strives to maintain a positive image on our social media platforms. We are committed to preventing any harm to the organization, its employees, clients, or other involved parties that can arise if social media channels are misused, misrepresented, or abused in a way. The purpose of this policy is to outline the expectations we have of our employees when it comes to social media use that is associated with our organization.

DEFINITIONS

“Social media” means any online websites, communities or social networks that allow users to create and share content, opinions, interests, and other information such as Twitter, Facebook, LinkedIn.

POLICY

[Organization Name] is very thoughtful about its branding. The organization and its employees must work together to ensure [Organization Name] is represented in a positive manner on social media. As such only designated representatives are permitted to speak on behalf of [Organization Name] on social media.

Employees who link themselves to [Organization Name]’s on social media by commenting on or about or liking or sharing information regarding [Organization Name], must use professionalism and respect.

The following guidelines have been established to protect [Organization Name], and must be adhered to by employees:

- The use of personal social media on company time is not permitted, unless on approved breaks or as a function of the employee’s job duties.
- [Organization Name] has a zero-tolerance policy for any form of discriminatory comments based on gender identity, race, age, religion, ethnicity, sexual orientation, disability, or any other legally recognized protected status.
- [Organization Name] has a zero-tolerance policy for online bullying or other threatening behaviour.
- Sensitive financial, operational, legal or client data or information is not permitted to be shared on social media.
- Employees must recognize that this policy applies to not only company directed social media actions but also personal use of social media in regards to anything that may harm or damage the organization.
- Employees are encouraged to associate themselves to the organization on social media but may not act as official representatives (or speak on its behalf) unless authorized by the organization or management.
- The company’s social media may not be used to promote personal blogs, websites, or services as this is a conflict of interest and is not permitted.
- Use common sense when posting. Where there is doubt about the appropriateness of a post and how it may be viewed by others, do not post it until the content has been approved by your manager or supervisor.

- If something inappropriate/ not permitted does get posted by you or someone else, immediately delete the post, if possible, and consult your manager/supervisor immediately in case further action is required to mitigate the situation.

Non-Compliance

Failure to adhere to the guidelines set out in this policy may result in disciplinary action, including suspension or termination.