

Social Media Use Policy Outline

1. Purpose

Summarize the purpose and goals of the policy in relation to social media use.

2. Scope

Define who the policy applies to (employees, contractors, volunteers, etc.).

3. Guidelines for Personal Use

- Clarify expectations for personal social media activity during work hours.
- Describe acceptable and unacceptable content referencing the organization.
- Outline privacy considerations.

4. Guidelines for Official Use

- Identify authorized personnel to post on behalf of the organization.
- Establish branding and tone guidelines.
- Describe approval and review processes.

5. Confidentiality and Privacy

- Require protection of confidential and proprietary information.
- Describe expectations regarding customer/client privacy.

6. Prohibited Conduct

- List examples of unacceptable content (harassment, discrimination, illegal activities).
- Describe consequences of policy violations.

7. Monitoring and Enforcement

- Explain monitoring procedures (if any).
- Outline disciplinary action and reporting mechanisms.

8. Policy Review

Describe process and frequency for policy updates and review.

9. Acknowledgment

Outline process for employees to acknowledge and agree to the policy.