

# 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.