

Corporate Social Media Policy Outline

1. Purpose

Outline the purpose and scope of the company's social media policy, including its importance in protecting company reputation and managing online presence.

2. Scope

Define to whom the policy applies (e.g., all employees, contractors, representatives) and which platforms are covered.

3. General Guidelines

- Professionalism and respect in all communications
- Compliance with company values, code of conduct, and applicable laws
- Separation of personal and professional accounts, where applicable

4. Confidentiality & Privacy

- Prohibition of sharing confidential, proprietary, or sensitive information
- Guidelines for protecting customer or partner privacy

5. Representation & Authorization

- Who can officially represent the company on social media
- Approval process for posting as the company
- Use of disclaimers when posting personal opinions

6. Content Guidelines

- Appropriate and inappropriate types of content
- Standards for accuracy and fact-checking
- Proper use of branding, logos, and intellectual property

7. Engagement & Response

- Handling comments, criticism, and complaints
- Escalation procedures for sensitive issues

8. Legal Compliance

- Respect for copyright and trademark laws
- Adherence to advertising standards and disclosure requirements
- Compliance with relevant data privacy regulations

9. Monitoring & Enforcement

- Monitoring of official accounts

- Reporting process for policy violations
- Consequences for breaches of policy

10. Policy Review

Indicate how often the policy will be reviewed and updated, and who is responsible for oversight.