

# 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.