

Employee Social Media Guidelines

Effective Date: [Insert Date]

1. Purpose

These guidelines provide direction to employees on responsible and professional use of social media, both on behalf of the company and in a personal capacity when referencing the company.

2. Scope

This document applies to all employees, contractors, and consultants who communicate via social media about or on behalf of [Company Name].

3. General Guidelines

- Respect confidentiality and do not share proprietary or sensitive company information.
- Be respectful and professional in all interactions.
- Clarify when opinions are personal and not those of the company.
- Follow copyright, privacy, and intellectual property laws.

4. Use of Company Accounts

- Only authorized personnel may publish through official company social media accounts.
- Content must be accurate, professional, and align with company branding and messaging.

5. Personal Use

- Do not represent yourself as a spokesperson for the company unless authorized.
- If referencing your employment, add a disclaimer such as, "Opinions are my own."
- Refrain from engaging in conduct that could damage the company's reputation.

6. Prohibited Content

- Offensive, harassing, or discriminatory remarks.
- Disclosure of confidential or proprietary information.
- Content that violates any company policy or the law.

7. Reporting Concerns

If you become aware of inappropriate conduct or breaches of these guidelines, report them promptly to your manager or Human Resources.

8. Compliance

Violations of these guidelines may result in disciplinary action, up to and including termination of employment.

9. Acknowledgement

I acknowledge that I have read and understand the Employee Social Media Guidelines.

Name: _____

Signature: _____

Date: _____