

Social Media Communication Standards

Version: 1.0

Effective Date: [Insert Date]

1. Purpose

This document outlines the standards and expectations for professional, consistent, and effective communication on official social media channels.

2. Scope

This policy applies to all employees, contractors, and representatives managing or contributing to the organization's social media platforms.

3. Brand Voice & Messaging

- Use clear and respectful language at all times.
- Maintain a tone that is professional, approachable, and aligns with the organization's values.
- Ensure all communications are factual, concise, and relevant.

4. Content Guidelines

- Do not share confidential, proprietary, or sensitive information.
- Proofread all posts for accuracy, grammar, and spelling.
- Use approved logos and graphics only.
- Cite sources when sharing third-party content.

5. Engagement Protocols

- Respond to inquiries promptly and politely.
- Do not engage in arguments or inflammatory discussions.
- Escalate sensitive or negative comments to the appropriate team.

6. Acceptable Use

- Respect copyright and intellectual property rights.
- Do not post offensive, defamatory, or discriminatory content.
- Represent the organization accurately and honestly.

7. Responsibilities

Role	Responsibility
Social Media Manager	Oversee strategy, content, and compliance.
Content Contributors	Create and submit content following these standards.
Supervisors	Monitor activity and provide guidance as needed.

8. Monitoring & Compliance

- Regularly review posts and messages for adherence to standards.
- Report and correct any breaches or inappropriate content promptly.

9. Review

This document will be reviewed annually and updated as necessary.

Contact: [Insert Contact Information]