

# Social Media Usage Policy Template

## 1. Purpose

This Social Media Usage Policy outlines the guidelines and procedures for responsible and appropriate use of social media channels by employees and representatives of [Company Name].

## 2. Scope

This policy applies to all employees, contractors, interns, and third-party partners who use social media for work-related purposes or represent [Company Name] on any online platform.

## 3. Definitions

- **Social Media:** Includes websites and applications such as Facebook, Twitter, Instagram, LinkedIn, YouTube, TikTok, and other similar platforms.
- **Official Account:** Any social media account created by or on behalf of [Company Name].
- **Personal Account:** The individualâ€™s private, non-company social media presence.

## 4. Acceptable Use

- Use professional tone and language when communicating on company-affiliated social media accounts.
- Protect confidential and proprietary company information.
- Respect copyright, privacy, and all applicable laws and regulations.
- Disclose your affiliation to [Company Name] when discussing company-related topics.

## 5. Prohibited Conduct

- Do not post discriminatory, offensive, or defamatory content.
- Do not share confidential or internal company information.
- Do not use company accounts for personal promotion or unrelated topics.
- Do not engage in online arguments representing the company.

## 6. Personal Use

- Employees must ensure personal use of social media does not interfere with work responsibilities.
- If identifying as an employee of [Company Name], make it clear views are personal and not official.
- Do not use company logos or branding on personal accounts without permission.

## 7. Security & Privacy

- Use strong passwords and enable two-factor authentication on all social media accounts.
- Report any suspected security breaches to IT immediately.
- Follow the companyâ€™s privacy and data protection policies at all times.

## 8. Monitoring & Enforcement

- [Company Name] reserves the right to monitor work-related social media activities.
- Violations of this policy may result in disciplinary action, up to and including termination.

## **9. Policy Review**

This policy is subject to regular review and updates. Employees will be notified of any changes.

## **10. Acknowledgement**

All employees must acknowledge that they have read, understood, and agree to comply with this Social Media Usage Policy.

*[End of Document]*