

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 individual'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 company'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]