

# Staff Social Media Engagement Policy Template

## 1. Purpose

This policy outlines guidelines for appropriate use of social media by staff, both in official and personal capacities, to protect the reputation and interests of [Your Organization Name].

## 2. Scope

This policy applies to all employees, contractors, and volunteers engaging in social media activities on behalf of, or that may impact, [Your Organization Name].

## 3. Policy Statements

- Staff must not disclose confidential or proprietary information related to [Your Organization Name].
- Communications should be respectful and not include offensive, discriminatory, or negative remarks about the organization, colleagues, clients, or competitors.
- Distinguish personal views from official positions; include a disclaimer if necessary when expressing personal opinions.
- Only authorized personnel may create, administer, or post from official [Your Organization Name] social media accounts.
- Comply with relevant laws, including copyright, privacy, and data protection regulations.
- Report any incidents of inaccurate or inappropriate content mentioning [Your Organization Name] to management.

## 4. Personal Use Guidelines

- Do not present personal commentary as the position of the organization.
- Exercise good judgment when referencing the organization in personal posts.
- Never use organization logos or branding on personal profiles without permission.

## 5. Disciplinary Action

Breaches of this policy may result in disciplinary action, up to and including termination of employment or engagement.

## 6. Review

This policy will be reviewed annually and updated as necessary.

## 7. Acknowledgment

Staff are required to acknowledge they have read, understood, and will comply with this policy.

**[Your Organization Name]**

Effective Date: \_\_\_\_\_

Signature: \_\_\_\_\_