Employee Engagement Social Media Policy Structure

1. Purpose

Outline the intended use of social media to foster employee engagement and represent the organization positively online.

2. Scope

Define who the policy applies to (e.g., all employees, contractors, interns) and what platforms or channels are included.

3. Guidelines for Employee Participation

- Encourage positive engagement and sharing of company culture.
- Clarify distinction between personal and professional accounts.
- Outline approval processes for speaking on behalf of the company.

4. Acceptable Content

- Types of content employees can share or engage with.
- Examples of encouraged participation (e.g., celebrating milestones, sharing achievements).
- Brand message and tone guidelines.

5. Confidentiality and Privacy

- Protect confidential or proprietary company and customer information.
- Respect co-workers' privacy; obtain consent before sharing photos or personal information.

6. Compliance

- Adhere to legal, regulatory, and company standards.
- Avoid conflicts of interest and disclose affiliations as needed.

7. Unacceptable Behavior

- Prohibit discriminatory, offensive, or harassing content.
- No sharing of false or misleading information.

8. Monitoring and Enforcement

1. Explain if and how the company monitors social media activities.
2. Outline possible consequences of policy violation.

9. Support and Training

- Availability of guidance and resources for employees.
- Contacts for questions or concerns regarding social media participation.

10. Review and Updates

Explain the policy review process and how updates will be communicated to employees.