

Organizational Social Media Stakeholder Policy

Document Version: _____

Date Effective: _____

Approved by: _____

1. Purpose

Outline the objective of this policy, including organizational values and the importance of stakeholder engagement on social media.

2. Scope

Define which stakeholders and channels (platforms, accounts) this policy covers.

3. Definitions

- **Stakeholder:** Insert definition.
- **Social Media:** Insert definition.
- **Official Account:** Insert definition.

4. Roles and Responsibilities

1. **Policy Owner:** Insert role and responsibilities.
2. **Stakeholder Representatives:** Insert role and responsibilities.
3. **Employees:** Insert role and responsibilities.

5. Acceptable Use

- Appropriate communication expectations
- Use of official accounts
- Privacy and confidentiality

6. Engagement Guidelines

1. Responding to stakeholder inquiries
2. Handling feedback and complaints
3. Monitoring and moderation procedures

7. Prohibited Conduct

- Discrimination or harassment
- Sharing confidential or proprietary information
- Impersonation or misrepresentation of the organization

8. Enforcement

1. Reporting violations
2. Investigation process
3. Consequences of policy breaches

9. Review

Describe how and when the policy will be reviewed and updated.

Authorized Signatory

Date: _____