

# 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: \_\_\_\_\_