

Sample Social Media Policy Framework for Employee Engagement

1. Purpose

This policy provides guidelines for employees to responsibly engage with social media while representing or discussing topics related to the Company.

2. Scope

This policy applies to all employees, contractors, and third parties representing the Company across all social media platforms.

3. Principles

1. Respect and Integrity
2. Transparency
3. Confidentiality
4. Accountability
5. Compliance with Laws and Regulations

4. Acceptable Use Guidelines

- Identify yourself and your role when discussing the Company.
- Respect copyrights, trademarks, and other proprietary information.
- Do not disclose confidential or private information.
- Engage respectfully with colleagues, clients, and the public.
- Clarify when views expressed are personal and not official Company statements.

5. Prohibited Conduct

- Harassment, discrimination, or disparagement of individuals or groups.
- Sharing confidential or sensitive Company information.
- Endorsing or promoting illegal activities.
- Misrepresenting the Company or impersonating others.

6. Employee Engagement Guidelines

- Encourage sharing of approved content that reflects Company values and culture.
- Empower employees to interact with professional enthusiasm.
- Report concerns or incidents to HR or Communications team.

7. Monitoring and Enforcement

The Company reserves the right to monitor social media activities relating to its business interests and to enforce this policy as necessary.

8. Questions & Reporting

For queries or policy clarifications, contact the HR department. Suspected violations should be promptly reported.

9. Acknowledgement

Employees must acknowledge receipt and understanding of this policy as part of their onboarding or on an annual basis.