Social Media Best Practices Document for Staff

Purpose

This document outlines guidelines and best practices for staff when using social media platforms, both professionally and personally, to support a positive and consistent online presence for our organization.

General Guidelines

- Be respectful and professional in all communications.

- Protect confidential information and the privacy of others.

- Avoid posting or sharing false or misleading information.

- Use appropriate channels to address concerns or complaints.

- Comply with all applicable policies and legal requirements.

Representing the Organization

- Clearly identify when you are speaking on behalf of the organization.

- Share official information only from approved sources.

- Do not use the organization's logo or branding for personal purposes.

- Direct media inquiries to the designated spokesperson.

Personal Social Media Use

- Be mindful that your actions online may reflect on the organization.

- Include a disclaimer when expressing personal opinions (e.g., "Views are my own").

- Respect the privacy and opinions of colleagues, clients, and partners.

- Refrain from discussing sensitive organizational matters on public platforms.

Privacy and Security

- Use strong, unique passwords and update them regularly.

- Do not share internal or confidential documents on public platforms.

- Report suspicious activities or security breaches immediately.

Engagement and Content Sharing

- Be accurate and transparent when sharing content.

- Give proper credit to original sources.

- Correct mistakes promptly and openly.

- Engage respectfully with followers and stakeholders.

Consequences of Misuse

Failure to adhere to these guidelines may result in disciplinary action as outlined in the organization's policies.

Contacts and Support

For questions or more information, please contact the Communications Department.