

Staff-Centric Social Media Responsibility

Policy Sheet

Purpose

This policy provides clear guidelines for staff regarding responsible and appropriate use of social media in connection with work activities and the organization's reputation.

Scope

This policy applies to all employees, contractors, and temporary staff who represent the organization on social media, both in official and personal capacities that reference work.

Guiding Principles

1. Respect confidentiality and privacy of all individuals and organizational information.
2. Refrain from posting offensive, discriminatory, or defamatory content.
3. Clearly distinguish between personal views and official organizational statements.
4. Comply with all relevant laws and internal policies while engaging on social platforms.
5. Maintain professionalism in all forms of communication relating to the organization.

Acceptable Use

- Share accurate, authorized information when posting in official capacity.
- Acknowledge and correct mistakes promptly.
- Use disclaimers when discussing work-related topics in a personal context.
- Report questionable content or breaches promptly to supervisors.

Prohibited Conduct

- Sharing confidential or classified information.
- Engaging in harassment, bullying, or hate speech.
- Using organizational branding for personal gain.
- Impersonating colleagues or organizational spokespersons.

Enforcement

Violations may result in disciplinary action, including termination. The organization may monitor social media activity relating to official channels.

Support

For questions about this policy, contact your manager or the HR department.

