

# Workplace Social Media Guidelines Template

These guidelines outline expected behaviour and responsibilities for employees representing or mentioning **[Company Name]** on social media.

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## 1. Purpose

To ensure employee and brand integrity, and to protect confidential information while fostering open communication.

## 2. Scope

Applies to all employees, contractors, and third parties who use social media as part of their role or who discuss work-related matters online.

## 3. General Guidelines

- Act professionally and respectfully at all times.
- Clearly state when views are personal and not on behalf of the company.
- Do not disclose any confidential, proprietary, or sensitive company information.
- Avoid posting content that could be considered discriminatory or offensive.

## 4. Official Accounts

- Only authorized personnel may create or post from official company accounts.
- All communication should align with company values and messaging.

## 5. Personal Use

- Do not use company logos or branding on personal accounts without permission.
- Avoid posting content that could damage the company's reputation.

## 6. Privacy and Security

- Protect company and customer privacy at all times.
- Be cautious of phishing attempts or suspicious links.

## 7. Consequences

Non-compliance may result in disciplinary action, up to and including termination.

## 8. Questions

For clarification or reporting, contact **[contact person or department]**.