

Company Social Media Best Practices Draft

1. Purpose

Describe the overall purpose and goals for social media engagement representing the company.

2. Tone and Voice

- Maintain a professional and friendly tone.
- Use clear, concise, and respectful language.
- Avoid slang, jargon, and offensive language.

3. Content Guidelines

- Ensure all posts align with the company's values and mission.
- Share accurate, verified information only.
- Use approved images and assets.
- Avoid sharing confidential information.

4. Engagement and Responses

- Respond to inquiries and comments promptly and professionally.
- Do not engage in arguments or negative discussions.
- Direct issues or complaints to appropriate channels.

5. Legal and Compliance

- Respect copyright and intellectual property rights.
- Do not disclose confidential or insider information.
- Comply with applicable laws and regulations for each platform.

6. Account Security

- Use strong, unique passwords for company accounts.
- Enable two-factor authentication where available.
- Log out from shared computers or devices after use.

7. Review and Updates

Best practices should be reviewed regularly and updated as needed to adapt to changing platforms and company needs.

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