

Organizational Social Media Standards Template

1. Purpose

This document outlines the standards and guidelines for using social media on behalf of the organization. It ensures professionalism, consistency, and compliance with organizational values and legal requirements.

2. Scope

These standards apply to all employees, contractors, and representatives managing or contributing to official organizational social media accounts.

3. Account Management

- Official accounts must be approved by management.
- Account credentials must be stored securely.
- Assign primary and backup administrators for each account.
- Archive or deactivate unused or outdated accounts.

4. Content Guidelines

- Posts should reflect the organization's mission and values.
- Use appropriate and professional language at all times.
- Do not disclose confidential or proprietary information.
- Ensure content accuracy before sharing.
- Respect copyright and intellectual property rights.
- Clearly identify and correct errors publicly, if necessary.

5. Engagement and Conduct

- Respond to comments and messages promptly and courteously.
- Do not engage in arguments or negative exchanges.
- Report and escalate inappropriate or harmful interactions.

6. Personal Use

- Separate personal opinions from official organizational messages.
- Employees must not use organizational branding on personal profiles without permission.

7. Monitoring and Reporting

- Monitor social media accounts regularly for activity and compliance.
- Report incidents or breaches to management immediately.

8. Compliance

- Adhere to all relevant laws, regulations, and organizational policies.
- Participate in mandatory training and periodic reviews.

9. Review and Updates

These standards will be reviewed annually and updated as needed to address emerging issues and changes in social media practices.

10. Acknowledgement

I acknowledge that I have read, understand, and agree to comply with the Organizational Social Media Standards.

Name	
Position	
Date	
Signature	