

# Organizational Social Media Standards Template

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## 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- Archive or deactivate unused or outdated accounts.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.

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## **10. Acknowledgement**

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

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| <b>Name</b>      |  |
| <b>Position</b>  |  |
| <b>Date</b>      |  |
| <b>Signature</b> |  |