

Staff Social Media Guidelines

Starter Template — [Organization Name]

Purpose

These guidelines establish baseline expectations for staff when using social media, both personally and professionally, to protect individuals and our organization.

Scope

Applies to all staff who represent, mention, or are visibly affiliated with [Organization Name] on social media platforms.

General Guidelines

1. Be respectful, considerate, and professional in all communications.
2. Do not share confidential or proprietary information.
3. Acknowledge when opinions expressed are personal and not official statements.
4. Refrain from posting or endorsing discriminatory, harassing, or offensive content.

Best Practices

- Use privacy settings where appropriate, but remember nothing online is truly private.
- Clarify when content is your own opinion (e.g., "Views are my own").
- Seek guidance before responding to controversial topics related to your work.

Official Accounts

1. Only authorized staff may create or manage official [Organization Name] social media accounts.
2. All official posts should be reviewed for accuracy and appropriateness before publishing.

Breach of Guidelines

Non-compliance may result in disciplinary action in line with [Organization Name]'s broader HR policies.

Contact

Questions? Contact [Contact Person/Department] at [email/phone].