

Staff Social Media Interaction Policy

Effective Date: [Insert Date]

This policy outlines expectations and guidelines for staff members when representing [Company Name] on any social media platform, both internally and externally.

1. Purpose

To ensure responsible and professional use of social media by staff while protecting the reputation of [Company Name] and its stakeholders.

2. Scope

This policy applies to all employees, contractors, and temporary staff who interact on social media as part of their role or in contexts that could identify them as representatives of [Company Name].

3. General Guidelines

- Be respectful and professional in all interactions.
- Do not disclose confidential or proprietary information.
- Clearly distinguish personal opinions from those of the company, using disclaimers if necessary.
- Do not engage in harassment, discrimination, or any illegal activity.
- Protect the privacy of colleagues, clients, and partners.

4. Official Accounts

- Only authorized personnel may post on or manage official company social media accounts.
- All content must be accurate, respectful, and aligned with company values.
- Do not use official accounts for personal matters or non-business communication.

5. Personal Social Media Use

- Do not use the company's logo, branding, or confidential information on personal accounts without authorization.
- Make it clear when views expressed are personal and do not represent the company.
- Avoid making statements that could negatively impact the company's reputation.

6. Monitoring & Enforcement

The company reserves the right to monitor public social media activity and enforce this policy. Non-compliance may result in disciplinary action, up to and including termination.

7. Questions

For questions or clarifications regarding this policy, please contact [Human Resources/Communications Office].