

Standard Social Media Rules Template for Teams

Purpose

To provide clear and consistent guidelines for team members regarding the responsible use of social media in both personal and professional contexts.

Scope

These rules apply to all team members who engage in social media activity representing or referencing the team or organization.

General Guidelines

1. Be respectful, professional, and courteous in all communications.
2. Do not share confidential, proprietary, or sensitive information.
3. Indicate when opinions are your own and not those of the team or organization.
4. Follow applicable laws, regulations, and organizational policies.
5. Use appropriate language and refrain from offensive content.

Account Management

1. Designate specific team members who are authorized to manage official social media accounts.
2. Store all account credentials securely and change passwords regularly.
3. Update or remove account access promptly when team members leave or change roles.

Content Creation & Sharing

1. Ensure content accuracy and fact-check before posting.
2. Credit sources for third-party information, images, or media shared.
3. Seek approval for major announcements or sensitive updates.
4. Respond politely to comments and messages in a timely manner.

Personal Social Media Use

1. Do not present personal views as those of the organization.
2. Avoid engaging in arguments or controversial discussions related to team matters.
3. Report any potential conflicts of interest to management.

Breach of Policy

Any violation of these guidelines may result in disciplinary action in accordance with organizational procedures.

Date: _____

Approved by: _____