

Organizational Social Media Behavior Template

1. OBJECTIVE

State the primary objectives for organizational social media usage:

2. PLATFORMS

List social media platforms & account details:

PLATFORM	ACCOUNT NAME / URL	PURPOSE
<div>e.g. Twitter</div>	<div>@orghandle</div>	<div>Customer Engagement</div>
<div></div>	<div></div>	<div></div>

3. CONTENT GUIDELINES

Outline style, tone, and topics for posts:

4. POSTING FREQUENCY

Define posting schedule for each platform:

PLATFORM	FREQUENCY	RESPONSIBLE PERSON
<div></div>	<div>e.g. Daily, Weekly</div>	<div></div>
<div></div>	<div></div>	<div></div>

5. RESPONSE PROTOCOL

- Who handles messages/mentions/comments?
- Expected response time
- Escalation procedure

6. MONITORING & ANALYTICS

Key metrics to be tracked and reporting frequency:

7. COMPLIANCE & APPROVALS

- Approval workflow for posts
- Rules for privacy, confidentiality, and brand voice

8. CRISIS MANAGEMENT

Plan for handling negative events or crises on social media: