

Social Media Policy Outline Template

1. Purpose

[Detail the objective and intent of the social media policy.]

2. Scope

[Define who and what platforms this policy applies to.]

3. Policy Guidelines

- 3.1. Acceptable Use [outline approved forms of engagement]
- 3.2. Representation [describe how to represent the organization]
- 3.3. Confidentiality [specify guidelines regarding sensitive information]
- 3.4. Copyright and Intellectual Property [cite best practices]
- 3.5. Personal vs. Professional Use [distinguish between personal and official accounts]
- 3.6. Privacy [address employee and customer privacy considerations]
- 3.7. Disclaimers [explain when and how to use disclaimers]
- 3.8. Prohibited Conduct [list actions that are not allowed]

4. Monitoring & Enforcement

[Describe how social media usage will be monitored and consequences for policy violations.]

5. Roles & Responsibilities

[Define the responsibilities of employees, management, and social media team.]

6. Reporting Issues

[Provide guidance on how to report suspected violations, concerns, or incidents.]

7. Policy Review & Updates

[Outline how often the policy will be reviewed and by whom.]