

***DISCLAIMER: This sample is meant as a tool for your company to get started on a social media policy and is provided for information purposes only. All company policies should be evaluated by your company's legal counsel to ensure that they comply with your state's laws. This sample should not be relied upon or construed as legal advice.**

COMPANY SOCIAL MEDIA POLICY – SAMPLE

Social media is a term that describes the engagement in Internet-based social platforms that are visible to others. Social media tools allow for the creation and exchange of user-generated content. All social media is trackable, traceable, and discoverable. These networks include (but are not limited to):

- Audio / video sharing (Podcasting, TikTok, YouTube, Webinars, Vimeo, etc.)
- Blogs and blog comments
- Commenting on news stories and other platforms online
- Document sharing (Dropbox, Scribd, Slideshare, etc.)
- Gaming sites
- Geotagging and review (Foursquare, Google Reviews, Nextdoor, TripAdvisor, etc.)
- Information sharing (Chat Rooms, Listservs, Forums, Message Boards, etc.)
- Micro-blogs (Twitter)
- Photo sharing (Instagram, Snapchat, Flickr, Pinterest, Photobucket, Shutterfly, etc.)
- Professional and social networks, and publishing platforms (Facebook, Fishbowl, Forbes, LinkedIn, Medium, Skype, Tumblr, WhatsApp, etc.)
- Q&A (Quora)
- Social bookmarking (Digg, Delicious, Pocket, Reddit, StumbleUpon, etc.)

New platforms and applications for electronic devices (mobile, TV, PDAs, etc.) are being launched regularly. All of these increase the users' virtual footprint, introduce new business development, marketing, and public relations opportunities, and add to the amount of trackable, traceable, and discoverable information online.

At **COMPANY**, we believe that the use of social media can support your individual marketing and professional efforts and help to reinforce the company's brand. We are aware of, and sensitive to, how social media can affect relationships with our clients/customers, colleagues, media, and other audiences. We also understand that social media often is used personally and not exclusively for business.

COMPANY Social Media Policy / Procedures provide realistic guidelines for online behavior by the members of our company. As new tools are introduced, and new challenges emerge, **COMPANY** Social Media Policy / Procedures will evolve to reflect those changes.

INDIVIDUAL PROFILES

You are personally responsible for any online activity you conduct using a **COMPANY** email address,

and/or which can be traced back to a **COMPANY** domain, and/or which uses company assets (computers, PDAs, mobile devices, etc.).

Company Domains Include: **XXX.com** (main) | **[INCLUDE OTHER DOMAINS HERE]**

Any of the company domains attached to your name imply that you are acting on behalf of **COMPANY**.

When using a company email address or company assets to engage in any social media or professional social networking activity, all actions are public. Employees will be held fully responsible for any and all such activities.

Outside the workplace, we respect your rights to privacy and speech as they apply to online activity conducted on your personal social networks and with your personal email address. However, what you publish on such personal online sites should never be attributed to the company and should not appear to be endorsed by or originated from the company. **If you choose to list your work affiliation on a social network, then you should regard all communication on that network as you would in a professional network or when using a company domain or asset.** Online lives are ultimately linked, whether or not you choose to mention the company in your personal online networking activity.

CONTENT AND LANGUAGE USE

- Follow the rules in the company's Employment Manual. These rules also apply to employee behavior within social networking and other public online spaces.
- Never disclose proprietary, privileged, or confidential information.
- Follow the terms and conditions of use that have been established by each social media platform in which you engage in social networking activities.
- Obey the law. Do not post any information or conduct any online activity that may violate applicable local, state, or federal laws or regulations.
- Never be false and/or misleading in your online profiles.
- Be respectful. Do not post disparaging, inflammatory, or otherwise negative information about colleagues, other companies, clients/customers, service providers, etc.
- Be transparent. When participating in any online community, and when appropriate, disclose your identity and affiliation with the company, your clients, and your professional and/or personal interest. When posting to a blog, always use your name. Never create an alias, and never be anonymous.
- Get permission to mention clients/customers. Never use a client's/customer's name in a social media posting unless you have written permission to do so.
- Credit appropriately. Identify all copyrighted or borrowed material with citations and links. When publishing any material online that includes another's direct or paraphrased quotes, thoughts, ideas, photos, or videos, always give credit to the original material or author.
- Fact-check your posts. Always evaluate your contribution's accuracy and truthfulness. Before posting any online material, ensure that the material is accurate, truthful, and without factual error.
- Spellcheck and grammar check everything. Content never disappears once it has been posted.
- Correct errors promptly. If you find that your entry contains an error or mistake, correct it. Since transparency is key; admit your mistake, apologize if necessary, and correct it.
- Be informative. Share information of value to others and that places you in a positive light.

- Link back. When appropriate and possible, provide a link to the COMPANY.com website, to our company profile and/or to the practice area referenced in your post.

NONDISCRIMINATION AND ANTI-RACISM

COMPANY has a zero-tolerance discrimination and anti-racism policy. Any online discourse in violation of our nondiscrimination and anti-racism policy, including shared content online, may be cause for termination.

RESPONDING TO ONLINE COMMENTS / MEDIA COVERAGE

Avoid hostile communications. If a reporter, blogger, or any other online influencer posts a statement with which you disagree, and you feel a comment is warranted, consult with the **[INSERT NAME OR TITLE]** before voicing your opinion. First draft your response in an offline document and share the original statement (with link/s) in that document. Management will review the original statement and your proposed response promptly and will provide you with a decision as to whether or not the comment can be posted. Your comment should include factual information and references (when appropriate). Understand and credit the other person's point of view and avoid any communications that could result in personal, professional, or credibility attacks.

CONFIDENTIALITY, PRIVACY & RED FLAGS

- Do not disclose or use confidential or proprietary information of the company or any client/customer in any form of online media. Sharing this type of information, even unintentionally, can result in legal action against you, the company, and/or the client.
- Avoid forums where there is little control over what you know to be confidential information. If you are not sure, consult with management.
Respect the privacy of your colleagues and of the opinions of others. Before sharing a comment, post, picture, or video about a client or colleague through any type of social media or network, his/her consent is not only a courtesy, it is a requirement.
- Responding to the media requires approval. If you are contacted directly by a journalist regarding issues of concern to the company or the company's clients, bring the query to the attention of the managing partner before responding.

CONSEQUENCES FOR VIOLATING SOCIAL MEDIA POLICY/PROCEDURES

If anyone is found to have violated the company's Social Media Policy, appropriate disciplinary action up to and including termination of employment may be taken.

***SEE DISCLAIMER ON PAGE ONE.**