

Social Media Guidelines



Social Media Guidelines for Small Business

Welcome

“Social Media is a suite of online services that facilitates two-way communication and content sharing to enhance a business’s online visibility, strengthen relationships with stakeholders and expand word of mouth advertising.”

Strategez is committed to helping small businesses succeed through the development of leadership, management and sales skills. We are proud to be able to offer free resources to support the development of those skills and the **Social Media Guidelines for Small Businesses** is designed to help you succeed using social media.

First there is some background to help you understand the nuances of social media to ensure that whatever your social media strategy is, it will help you become successful in the social media space.

These guidelines are not intended to provide specific advice for individual businesses, rather to provide information on a new way to communicate with your stakeholders. These guidelines are also intended to help small businesses recognize the benefits and risks of integrating social media strategies into existing business processes including sales and marketing campaigns.

After this welcome follows an introduction providing you with an overview of social media. Finally, you will find a downloadable template on **Social Media Guidelines for Employees**. This template is designed in a way so that you can make the requisite changes to suit your particular business model and industry and is available both as a text file and word document. Also included is a Social Media Flow Chart Infographic available as a PDF or Jpeg.

We wish you the best of luck with your social media strategy and using these guidelines. As always, we are here to help and answer any questions you may have. Our contact details are below.

Here’s to your success!



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Introduction

According to researchers, Social Media has, and will for the foreseeable future, complement rather than replace traditional marketing communications.

Marketing and communication strategies of organizations can no longer be restricted to 'pushing' information out to customers through traditional mass media or other traditional marketing and communication tools. Customers now want to interact, engage, provide their opinion and read others' opinions, as a way of building trust, rapport and developing a community. An increasing use of social media is filling this void and allowing this to occur.

Social media can help remove barriers to engaging people, communities and creates the potential to:

- gather opinion on key issues and industry trends;
- receive feedback on services and ideas on how to improve;
- keep abreast of the latest developments in your industry;
- join existing social media conversations, in particular discussions on topics relevant to your business;
- form relationships beyond organizational boundaries, both internal and external to your business; and
- disseminate information to customers and prospective customers in combination with existing channels.

Why have a social media presence?

Social media encourages dialogue between organizations and the wider community; meaning that the level of control assumed with traditional media is replaced with a deeper level of engagement.

Social media involves any online or mobile platform allowing users to interact, communicate, create, share and discuss opinions, views, news and information. It also allows participants to build and form on-line communities with common interest.

Content on social media platforms is created and shared by individuals via the internet or other mobile devices (such as mobile phones, mobile tablets and i-Pads) using freely available and accessible websites and services that allow users to create and 'post' images, videos, text information or other multimedia communication.

Successfully using social media as a communication tool will provide you with an opportunity to respond to industry and the public quickly and improve engagement with interested and connected stakeholders.

Apart from providing a valuable adjunct to mainstream media, it is vital that social media be seen for what it is; a dynamic, interactive platform that engages and connects with customers for the purpose of facilitating two-way communication, interactivity and ultimately, co-creation of value. This sets social media apart from traditional and largely unilateral communication media including radio, press, collateral, outdoor and other electronic media. With that, it brings unique attributes to the marketing communication mix that can be leveraged to drive targeted conversations about your brand, your products and your services.

Social media as a communication tool

Social Media as a communication tool has the capacity to reflect the themes and messages created for the mainstream promotional thrust. It has the potential to bring continuity, consistency, synergy and integration across the promotional mix but more importantly, also facilitate relationship building with your customers that leads to trust and brand advocacy.

These are important components underpinning peer influence and significant experiences to purchasing behaviour. Daily usage of this medium will build frequency of exposure to your brand. It will also provide you with a high touch interface with prospective customers as well as a rich repository of data regarding the preferences of these cohorts that can be used to shape your messages, frame conversations and more broadly inform your media and creative strategies for the future.

Integrating social media with advertising, collateral material, sales promotion, personal selling, direct marketing, publicity and public relations activities is essential to creating a consistent message for customers as well as a cohesive image and position for your brand.

People engage in social media in different ways.

Some people create content by informing, leading trends or look to change the opinions of others. Others might scroll through content and share it with others with or without their own commentary. Other people just look and listen, perhaps they may like something but not necessarily share with their personal network.

Social media can be used in business to ask and answer questions, connect with people who have similar interests, stay connected with customers and other stakeholders. Additionally, social media allows you to stay updated on a range of topics that permits you to acquire and enhance your general knowledge and increase business acumen.

As a business marketing tool, social media can create meaningful business connections, gauge customer sentiments, enhance your brand and even acquire new customers or fans.

How Social Media differs from other forms of media

- it's more accessible especially those with mobile devices;
- you don't need special skills to learn or engage;
- it's instant and available to everyone in your network as soon as soon as you publish a post;
- it's interactive and can be used for two-way communication;
- it's volatile as the information remains accessible for a long time; and
- it has the potential for unlimited reach across multiple platforms.

Benefits to business

A business, whether small or large cannot ignore having a social media presence any more with over 90% of the adult population currently using social media. That also includes your existing and prospective customers. More and more people use social media for the recommendations of others, asking questions and sharing their experiences (both good and bad). Reviews can make or break a business if not carefully managed.

Social media offers business an opportunity to connect and engage with their customers and build a lasting relationship in a way traditional media is unable to do. It also allows you to generate new sales leads, build brand awareness and manage your reputation on-line.

If you are planning to use social media for business, it's important to create a social media strategy first because social media is today's 'word-of-mouth' and needs to be managed accordingly.

Before you launch into setting up a social media account, determine what the needs of your business are and as with any business activity, your social media goals need to be aligned to your overall business objectives.

Determine your social media goals

Before expending time and effort, decide how having a social media presence will contribute to your business goals. Some examples might include:

- building brand awareness and brand equity;
- engaging with your community;
- networking with peers;
- social selling;
- social networking;
- value added content creation;
- product promotion; and
- community service (news, events etc.)

Social media channels

The most common social media channels used in business today are:

- Facebook;
- Twitter;
- YouTube;
- Instagram
- LinkedIn; and
- A website comment and feedback facility

Each tool is used for a different purpose and should be coordinated and integrated to deliver your business communication objectives and benefits. For example:

Facebook:

Facebook is probably the most well-known and commonly used as a personal networking forum to connect with family and friends. Business Facebook pages are becoming more common for the promotion of events, products and activities, photos, stories, media releases, news and articles of general interest. Of all the social media channels, organic growth on Facebook is limited without paid Facebook advertising.

Twitter:

With a 140-character limit, Twitter is commonly used for urgent notices, public engagement and opinion pieces, media releases, promotions, employment vacancies and meeting dates. Hashtags (#) are commonly used enabling you to search and follow areas of interest. Twitter is also used to direct followers to your Facebook page, blog and website.

LinkedIn:

LinkedIn began as a professional network as opposed to Facebook being a personal network and commonly used to connect with other professionals, engage in forums and discussions groups as well as a recruitment tool. Also useful for publishing blog-like posts to encourage feedback and engagement.

You Tube:

YouTube is a repository of videos and used for promotional videos, induction DVDs and events.

Instagram

If you have a business that benefits from photos sharing, Instagram is growing quickly as a social networking platform for photo sharing, promotions and events.

Website comment and feedback

Your website has several objectives others than to promote your products and services, it serves as a two-way communication, direct feedback and corporate consultation medium.

Research what social media channels your intended audience is hanging using and where engagement is occurring. For instance, if your audience is hanging out on twitter, you might use twitter to re-direct them back to your Facebook page, website or blog. Your objective is to engage with the existing community that is relevant to your business and leverage the social media landscape to increase your audience and reach.

Social Networking

Social networking takes different forms; being a fan, friend or professional colleague as in joining a professional network. The value of social networking is not how many connections or 'friends' are accumulated, but the quality of these connections. You might accumulate lots of 'friends' however the bigger question is, are they engaged? Engagement is always more important than sheer numbers of connections.

Social networking is particularly effective if you provide a product or service consumers use on a regular basis mainly because they occupy an important presence in their mind. Social networking can also be used to build stronger relationships with your customers and other stakeholders.

Goals and objectives

Social media should not be used in isolation and must be aligned to your overall business goals and objectives. If you are using social media essentially to grow your business, then it needs to form part of your overall sales and marketing strategy and resourced appropriately.

Business goals and objective might include:

- build relationships with your target market and the wider community at large;
- be recognized by stakeholders as embracing new technologies therefore reflecting the communication channel preferences of your target market;
- increase audience reach and improve the accessibility of your businesses communication channels promoting real time feedback;
- reflect what you stand for and communicate value to your stakeholders to meet public expectations and enhance your reputation as the premier provider of the goods and services you offer;
- be open, honest, accountable and transparent when engaging with stakeholders;
- enhance your businesses ability to quickly respond, adjust or refocus communications;
- reach specific audiences on specific issues;
- improve the long-term cost-effectiveness of using social media as an alternative means of communication saving money on paid advertising;
- reduce dependence on mainstream media and counter inaccurate press coverage and;
- lead the community directly to online transactional services increasing sales revenue.

Managing social media

Communicating and engaging with the community via social media tools requires quick, if not immediate response and direct communication. Failing to respond quickly to feedback or questions has the potential to damage the effectiveness of your social media strategy. Waiting for every statement, post or 'tweet' to be approved by senior management will be detrimental to the need to respond quickly and effectively in social media spaces.

Successful social media strategies therefore require trusted employees (administrators and moderators) to have the appropriate levels of authority to understand and manage the risks around the release of information. If information needs further verification or is potentially contentious, administrators are to be trusted to escalate issues as appropriate, however, approvals must be timely and efficient to ensure relevancy.

The development of a social media policy and guidelines for employees is therefore necessary to guide the use of social media by administrators.

Risk management

As with any communications strategy, there are benefits and risks in using social media and it is important to assess these benefits and risks adequately. As social media is an evolving area of community engagement, there are inherent risks such as cultural, technical or reputational including the following:

- activity in some social media spaces and forums may not be welcome;
- a post by your business may be inaccurate or inappropriate, creating legal or reputational risk;
- some sites may be open to manipulation by interest groups or those with malicious intent;
- user generated content may be difficult to check for accuracy;
- both negative and positive comments will be published in the social media spaces;
- greater resource requirements than expected due to the increased use of social media to interact with you;
- comments may unintentionally inflame a situation;
- without appropriate planning, information management obligations may not be met (such as state and federal obligations).

There are appropriate mitigations for these risks, hence the need for a ***Social Media Guidelines for Employees and a Social Media Posting Response Chart.***)

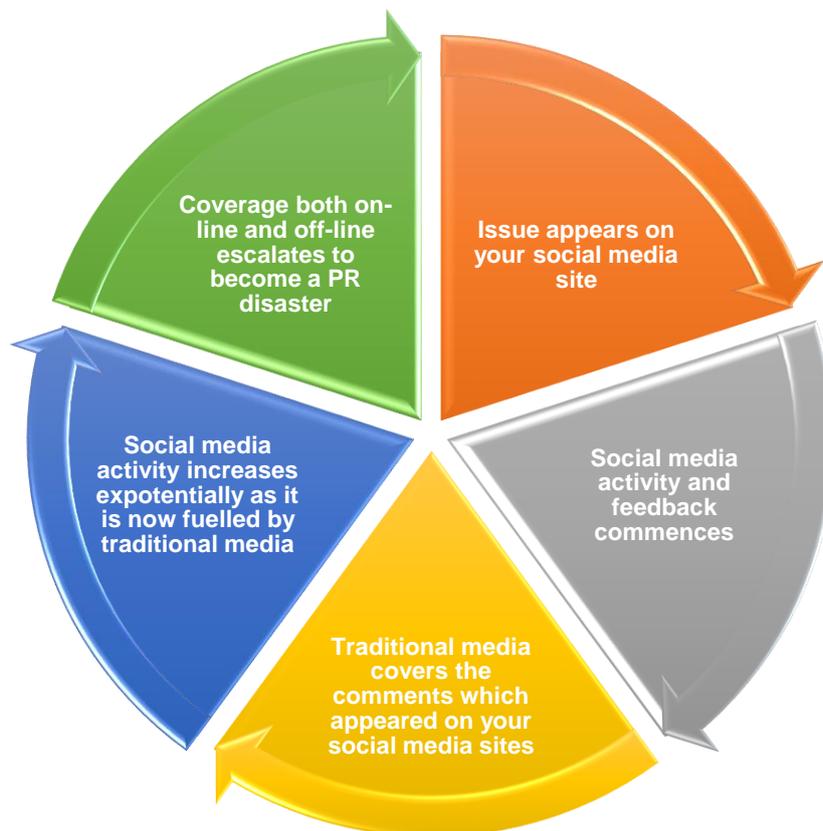
The greatest risk to you using social media as a communication strategy is the potential for a public relation's disaster to occur due to lack of monitoring outside of work hours.

***Example,** a post appears at 6pm on a Friday evening which catches the attention of users. The comment left unmonitored escalates and social media activity commences. Traditional media covers the social media comments and the story makes it main stream media within hours.*

Activity increases as it is now fuelled by additional exposure through mainstream media (radio, TV, newspapers). Coverage both on-line and off-line escalates with no response from you. On Monday morning when employees return to work after the weekend, they discover there is now a PR disaster fuelled by un-monitored social media activity.

To avoid a potential PR disaster, there is a need for your business social media presence to be continually monitored, and where content fails to meet your terms of use, it should be removed (refer *Posting Response Chart*).

The 24-hour opinion cycle



Threats to IT security

There are particular risks arising from links to external websites included in off-topic posts. Strategies should be put in place to mitigate these potential risks – primarily the monitoring of posts which may result in users being blocked and posts being deleted.

Employee access to social media

There are three main ways employees might use social media; for personal, professional or business use.

Personal use of social media is unrelated to work duties. Employees should be made aware of the pitfalls of blurring the lines between personal and business use of social media.

Professional use where employees use social media for the purpose of professional development and furthering their professional responsibilities within the workplace. This may include researching, joining in discussion groups and forums and well as sharing content and general networking.

Business use refers to employees using social media for the express purpose of communicating business interests, products, promotions and events. However, using social media for business use should be controlled to maintain the integrity of the posts and to mitigate reputational risks.

It is vital to ensure employees are aware of their responsibilities using social media and how the lines between personal, professional and business use are often blurred hence the importance to have social media guidelines for employees.

The importance of moderation

One of the strengths of social media is the ease and speed at which content and posts can be shared. The downside is that you can easily lose control of the content on your social media sites. Sometimes posts are inappropriate and they need to be dealt with accordingly.

Responding to comments posted on social media platforms need to be dealt with the same as you would respond to comments in person, over the phone, email or any other channels. Left unattended, comments on social media can escalate and go viral. In dealing with negative postings and feedback, the first thing to do is to identify the type of feedback:

1. Is it a legitimate problem?
2. Is it constructive criticism?
3. Is it trolling or spam?

Trolling is when someone posts inflammatory, extraneous or off-topic messages on-line with the primary intent of provoking other users into a desired response.

Spamming is where users repeatedly fill your social media platforms with links to their own site with no relevancy to your business or discussion.

After determining which type of feedback has been received, the next step is to determine how you will respond.

If there is a legitimate problem, it's important to acknowledge this as quickly as possible, apologize if you are at fault and look to take the discussion off-line. If it's a misunderstanding, again clear this up as quickly as possible.

If it is negative or constructive criticism, the primary rule is to stay positive and not be drawn into a fight with a citizen or user. If you do, the problem will escalate reflecting poorly on you and damaging your reputation.

If the negative comments are made by your own employees, this may be a breach of an internal policy or code of conduct hence the reason all employees should be made aware of your social media guidelines.

In the case of trolling, inflammatory posts should be immediately removed from your site.

Moderation is **not** a form of censorship and all constructive criticism should not be blocked or removed. Users do not respond well to censorship and by blocking or removing their posts or comments. If you do, you could be creating an even bigger problem for yourself.

Critical Feedback

When operating in the social media space, it's important to acknowledge that critical feedback will occur on your social media site, therefore you must embrace transparency by not deleting such critical or negative comments. Your business must be prepared for negative comments and have established protocols that mitigate the damage of such comments, or correct misguided or misinformed views.

It should be recognized that if negative comments are being made about your business, people will already be using traditional communication channels to voice such concerns or grievances. At least in the social media space, you have an opportunity to correct or better inform the community at large, thereby building trust and demonstrating that as a business, you are truly listening.

There is also a risk of negative publicity for your business if you don't handle negative comments and constructive criticism well because social media allows these comments to be distributed efficiently and effectively. Should you take the step of removing negative comments or feedback to protect your image, the validity of your social media space will ultimately be questioned.

Providing Social Media Guidelines for Employees will mitigate the deletion of posts that are in breach.

Mitigating unmonitored posts

The success of a social media strategy relies on adequate resourcing to continually engage with social media users. While a dedicated resource for the implementation and ongoing support of your social media strategy may not be possible if you don't have the human resources available, it's crucial for your businesses ongoing success to have 'champions' throughout your organization that respond to posts and comments received on their specific areas of expertise.

Social Media dictates any response can be viewed by the broader community and therefore adequate protocols, and training on how staff must respond to postings is necessary hence the need for guidelines for employees.

Privacy and underage minors

It is good practice to protect users to illegal, inappropriate content and on-line bullying.

Underage minors are particularly vulnerable (and often naive) when communicating on-line. They will often upload material that could easily identify them. Part of monitoring all social media sites is to ensure no identifiable information is published. It's important not to share personally identifiable information that could be used to target this vulnerable group.

Filtering technology can be introduced to flag images or videos that match blacklists of content previously blocked by moderators and administrators which significantly increases the speed and accuracy of moderation.

What content should be removed?

The objective of your social media strategy is to balance on-line dialogue. As a general rule, the good the bad but NOT the ugly should remain. If the content is positive or negative, it should sit as long as it is in context with the conversation regardless of whether it is favorable. If the content is ugly, meaning it's offensive, denigrating or out of context then it should be rejected including:

- defamatory, abusive, harassing, or hateful statements;
- bullying, abuse;
- disclosure of confidential information;
- conduct encouraging unlawful activity, or which otherwise violates the law;
- obscene images, footage, logos or avatars; and
- users with names that include abusive or obscene words.

Copyright violation

Having a site administrator or moderator checking content before it is posted on social media will greatly reduce the chance of copyrighted material getting published. This can be an area of controversy especially where it comes to unauthorised use of photographs and videos.

Measuring your return on investment

It's important to measure your social media goals against certain metrics. With Facebook for instance, it's easy to measure how many likes you have. The bigger question is; how much are those fans worth to you?

The key to developing good metrics is to measure outcomes against your business goals and objectives. If you did a good job understanding the needs of your business and defining your

objectives, the easier it will be for you to establish Key Performance Indicators (KPI's) against those objectives.

When deciding on a KPI, base this on what you can measure. There are three types of KPIs that you could use to measure your social media activity:

1. Activity metrics;
2. Engagement metrics; and
3. Business metrics.

Activity metrics

An activity metric tells you something is happening. Typical activity metrics are number of page views, site visitors, fans or people opting into your newsletter or blog as a subscriber. KPIs may include:

- Click through rate (CTR)
- Traffic (total and unique visitors)

Engagement metrics

Often in social media we talk about engagement versus fans. Engagement metrics are anything that measures the level of your stakeholder engagement, involvement, attention and commitment. KPIs may include:

- reposts, retweets, shares;
- page likes, post likes;
- subscriptions – RSS, email;
- downloads;
- mentions;
- response time; and
- comments.

Business metrics

Business metrics allows you to optimize your digital efforts, compare their results with traditional marketing activities, and decide on how to best allocate budgets.

Business metrics could include direct sales through a digital channel, lead generation, or cost savings to an existing business process. One measurement could be cost per lead or the number of leads that became paying customers.

If you are running an online forum to generate innovative business ideas from customers, you might measure how many of their ideas did you bring to market? You might also run a survey about how you could improve your product or service offering then re-run the survey some months after you implemented new plans.

What was the business value achieved, perhaps in terms of new sales, better customer retention, or increased market share? These may be financial measures, or established KPIs used across your business.

- customer satisfaction, reduction in customer complaints, customer loyalty;
- attendance at events – an effective way of tracking how effective your call to action is; and
- service growth including leads and lead qualification as well as sales.

Downloadable files

Click on the links bellows to download the relevant files.

[Social Media Guidelines for Employees Template \(Text File\)](#)

[Social Media Guidelines for Employees Template \(Word Document\)](#)

[Social Media Posting Flow Chart \(PDF\)](#)

[Social Media Posting Flow Chart \(Jpeg\)](#)

Fantastic – you are good to go!

For more *Strategez for Success*, go to <http://www.strategez.com>

Feel free to share this toolkit with others.

Sincerely

Caro

*Carolyn (Caro) is an inspirational leader, motivator and founder of *Strategez for Success*. Caro holds a Master's in Business Administration (MBA), is a Certified Practitioner of Neuro-Linguistic Programming (NLP), a Sales Trainer, Business Coach and published Author.*

*She provides easy to follow *Strategez* to help you achieve your personal, professional and business goals.*



Social Media Guidelines for Employees

1. INTRODUCTION

Welcome to [INSERT COMPANY NAME] Social Media Guidelines.

Social media is an integral part of growing the [INSERT COMPANY NAME] business. It's important for you as an employee to understand why 'personal' and 'private' are not the same. The reality of social media is that the lines between personal and professional are easily blurred whenever you talk about your work for [INSERT COMPANY NAME] in your private social media channels. Regardless of whether your comments are positive or negative, or whether they are intended as private or public, they could be construed as the opinion of [INSERT COMPANY NAME].

While communication through your own personal social media network is primarily a personal matter, this does not mean it is private. Written conversations inside these networks can often be found through search engines such as Google. Even in cases where only your contacts can see what you write, the permanence and transferability of anything that you have published or posted online means, there is a possibility that what you have posted may be made visible to a wider audience or taken out of context. As a result, all conversations within social media networks should be considered public rather than private.

Therefore, when speaking about your work, we ask that you understand and follow these guidelines.

2. PROFESSIONAL VERSES PRIVATE USE OF SOCIAL MEDIA

Professional use of social media is based on your role as an employee, official social media administrator, content creator, moderator or having an area of expertise and association with industry and or other practitioners in the field.

Example:

Jane Doe is a technician. Jane is a highly respected expert in her field and blogs about developments in the industry informed by her work. She is careful not to disclose information about her work at [INSERT COMPANY NAME] and provides disclaimers on her blog posts disassociating her views with those of [INSERT COMPANY NAME].

Personal use of social media is defined as individual or private use and not attributable as official or professional use.

Example:

John Doe has a Facebook and an Instagram account that he uses to publish photos and commentary from his holidays for his friends and family. John has included many of his work colleagues as his friends on Facebook and Instagram. He has limited personal information in his profile. He does not use Facebook or Instagram to comment on his work or professional life.

3. BE A GOOD AMBASSADOR

While it is your decision to use social media networks personally, you should always be aware that your behavior and opinions reflect on [INSERT COMPANY NAME]. If you have identified yourself as being employed by [INSERT COMPANY NAME], your posts online may be interpreted as being the official voice of [INSERT COMPANY NAME]. This means you must be careful to uphold the [INSERT COMPANY NAME] Code of Conduct and ensure you do not bring the business into disrepute.

4. USE A DISCLAIMER

If you are using social media to talk about [INSERT COMPANY NAME] or your work, add a disclaimer to each page making it clear that the views you express are yours alone. Be aware that this disclaimer does not change your obligations under [INSERT COMPANY NAME] Code of Conduct or your employment agreement.

If you have an “about me” page on your private social media pages, do not use photos where you stand in front of a [INSERT COMPANY NAME] sign or logo since this might give your social media page an official appearance. This includes photos for your Facebook page, Twitter, Instagram, YouTube, LinkedIn, blog, website or any other personal pages. Similarly, do not use [INSERT COMPANY NAME] or other direct references to the organisation in your avatar or online name.

This direction will differ only in cases where individuals are using social media tools in an official capacity as approved by [INSERT THE APPROPRIATE MANAGERS NAME].

5. THINK OF THE NEWS, YOUR MOTHER AND YOUR BOSS

Before you post anything on social media, imagine what would happen if it made the news or went viral. Do not say anything online that you would not be comfortable seeing quoted on the news, being asked about by your mother or having to justify your actions to the [MANAGER, CEO, MD, PRESIDENT, VP] of [INSERT COMPANY NAME].

Written conversations inside social media networks can often be found through search engines such as Google. Even in cases where only your contacts can see what you write, there is a possibility that one of them will forward your post and make it visible to a wider audience.

As a result, personal conversations within social media networks regarding [INSERT COMPANY NAME] should always be considered public rather than private. Please see the introduction above: “Why “personal” and “private” are not the same”.

6. BE POSITIVE AND ADD VALUE

Feel free to share and discuss your experiences (subject to the limitations set out in these [INSERT COMPANY NAME] Social Media Guidelines). Share the passion you feel for your personal work with [INSERT COMPANY NAME], talk about the successes you have been a part of. If [INSERT COMPANY NAME] employees are perceived to be knowledgeable and helpful, this will reflect positively on you and [INSERT COMPANY NAME].

Do not comment on the quality of work done by you or a colleague within [INSERT COMPANY NAME]. Posting messages of support and encouragement are appropriate, but carrying on conversations about other employees, management, customers, suppliers, our industry or how work situations are managed are considered to be inappropriate.

7. BE CONSTRUCTIVE

Never post content that is offensive or defamatory. If you are offering criticism either good or bad, be respectful and courteous. Wherever possible substantiate what you are saying. Evidence defeats doubt.

8. CORRECT MISTAKES QUICKLY

If you have made a mistake, be upfront about it and contact the [INSERT NAME OF THE MODERATOR] to discuss and resolve it. If you correct an earlier post in a blog, do so visibly (e.g. by using the strikethrough function and adding a paragraph that explains the update at the end).

9. USE YOUR BEST JUDGEMENT

It is best practice to not publish anything that you are unsure of. If you have any questions about the appropriateness of an online posting or publication relating to [INSERT COMPANY NAME], ask the [INSERT NAME OF THE SOCIAL MEDIA ADMISNTRATOR AND/OR MODERATOR] for their advice.

10. RESPECT PRIVACY

Respect the confidentiality of personal and privileged information as per the Social Media Policy and [INSERT COMPANY NAME] Code of Conduct.

11. PROTECT YOUR OWN PRIVACY

A lot of social media platforms and websites allow you some form of control over who can see your material. Use these features.

Please be advised that controlling your privacy settings on online social media websites does not necessarily mean that your communications will be private. (Please see the Introduction above: “Why ‘personal’ and ‘private’ are not the same.”)

12. BEFRIENDING MINORS

Keep your professional and personal relationships separate. It is not appropriate to initiate or accept a friend request with a minor that you do not already have a personal relationship with outside the workplace.

When using a [INSERT COMPANY NAME] social media account, employees must not initiate or accept “friend” requests with minors.

Online “chatting” with minors is also not permitted. Pictures or videos of minors on [INSERT COMPANY NAME] social media sites should be limited to documentation or promotion of group activities and must not be used for the identification of individual group members. “Tagging” or other identification of minors shown in photos or videos is not permitted.

13. BUSINESS USE OF SOCIAL MEDIA

When preparing information for use on [INSERT COMPANY NAME] Social Media sites, employees are expected to be aware of their responsibilities to:

- ensure appropriate authorisations are obtained before providing information for posting on Social Media sites;
- comply with the businesses Social Media Policy;
- comply with the businesses Code of Conduct;
- comply with all laws relating to copyright, recordkeeping, privacy and defamation;
- cite all sources quoted within information posted;
- ensure advice or comments posted relate to your area of responsibility and expertise;
- ensure all communication is objective and courteous;
- ensure privacy and confidentiality of information acquired at work is protected at all times;
- avoid making statements or engaging in activities of a party political in nature; and
- seek advice is unsure what is required.

14. SOCIAL MEDIA AT WORK

While [INSERT COMPANY NAME] encourages the use of social media and online communities for business purposes and recognizes that these can be a valuable resource, keep in mind that you were not hired to spend time on social media channels for private matters. Ensure that your online activities do not interfere with your job.

15. PERSONAL USE OF SOCIAL MEDIA

If identified as a [INSERT COMPANY NAME] employee on social media sites, you are reminded of the need to ensure you do not bring [INSERT COMPANY NAME] into disrepute. Where your personal profile identifies you as a [INSERT COMPANY NAME] employee, it is necessary to:

- avoid derogatory comments about [INSERT COMPANY NAME];
- ensure that any personal comments are declared as personal comments and not official [INSERT COMPANY NAME] statements;
- ensure that comments about fellow [INSERT COMPANY NAME] employees cannot be regarded as harassing or discriminatory, or impact on workplace relationships;
- ensure any photographs published are appropriate;
- ensure you have the right to ownership of photographs you wish to publish;
- disclose and discuss only information relating to [INSERT COMPANY NAME] that is publically known; and
- ensure any comments made about [INSERT COMPANY NAME] are disclosed as your personal views and not the official view of [INSERT COMPANY NAME].

16. RECORD KEEPING REQUIREMENTS

Under the state and federal law, employees must store a copy of any information that is deemed a corporate record. This also applies to social media sites.

Content is deemed to be a corporate record if:

- it conveys information essential or relevant in making a decision;
- it conveys information upon which others will be, or are likely to make decisions affecting the business operations, or rights and obligations under legislation;
- it commits [INSERT COMPANY NAME] to certain courses of action or the commitment of resources or provision of services;
- it conveys information about matters of public safety or public interest, or involves information upon which contractual undertakings are entered into; and
- the information is likely to be needed for future use, or it is of historical value or interest.

If content is deemed to be a corporate record, a screen dump of the content must be taken and stored to the business recordkeeping system. Requests for information or

services made via a social media site must be forwarded to the appropriate employee for processing.

17. OFFICIAL SOCIAL MEDIA ADMINISTRATORS AND MODERATORS

Administrators and Moderators of [INSERT COMPANY NAME] official Social Media Sites are:

- [INSERT LIST OF APPROPRIATE EMPLOYEES AND OR MANAGERS AND THEIR SOCIAL MEDIA ROLE]

18. MODERATING POSTS

The [INSERT COMPANY NAME] encourages open discussions on all company social media sites but does not except responsibility for external comments. Posts may be deleted as determined by the moderator/s with absolute discretion if they contain:

- violent, obscene, profane, hateful, derogatory, racists or sexist language links or images;
- information that may compromise the safety or security of the public;
- any discussion or promotion of behavior that is unlawful;
- comments that threaten or defame any person or organization;
- solicitations, advertisements, endorsements or spam;
- encouragement or glamorisation of the use of alcohol, tobacco or illegal drugs;
- multiple successive off-topic posts by a single user;
- repetitive posts copied and pasted or duplicated by single or multiple users; and
- any other inappropriate content or comments as determined by the moderator.