

Social Media Policy

Statement of Purpose

COMPANY has earned and seeks to maintain a reputation as a professionally managed company with good conduct in all matters. Social media is a critical area to manage for protecting brand reputation, and for engaging prospects, customers, suppliers and industry associates in a positive manner. This Social Media Policy exists to provide rules and guidelines for best practices and proper decorum for employees who are active on social media accounts, forums, blogs, wiki pages and other sites.

Social Media Goals

The Company recognizes social media as a powerful platform to engage and inform prospects, customers, suppliers, industry groups and governing agencies. Official use of Company owned or managed social media pages should be done to support the general best interests of the Company, and specifically our sales and marketing objectives.

Policy for Company Owned & Managed Social Media Accounts

General Guidelines

While social media is typically viewed as casual interactions it is important to bear in mind that Company statements can be held to the same legal standards as traditional media communications. Social media managers should use due diligence and discipline to post only content that is accurate, not misleading or defamatory, and in good taste. Every Company social media manager (employee or agent) acts as a public ambassador and should always act with honesty, ethics and integrity in all matters.

Social media managers should maintain an awareness that online content *lives forever*, and inappropriate content posted for even a few seconds before being removed could have serious repercussions. If there is any doubt on whether or not to post any content, choose to not post it.

Style Guidelines

The purpose of this section is to establish standards for developing and publishing acceptable content on COMPANY branded social media accounts, (including blogs, forums, and other websites). This section specifically pertains to creative styles and characteristics to be applied when creating or republishing content. All published content should promote consistency in formatting styles and voice, even among multiple authors and contributors, and be developed to enhance and promote our brand image.

- **Voice of Content:** Text content should typically be written in a friendly first person voice.

- **Tone of Content:** All content should be positive in nature, and serve to enhance the brand and reputation of COMPANY.
- **Limiting Liability Risks:** In most instances social media managers should refrain from posting content for public consumption which offers advice or instructions, and where improperly following the information could result in physical, financial or legal harm to the reader (or anyone with whom the reader may share the information).
- **Content Attribution:** It is desired that all content published should be original material, created by the Company or its Agents. Republishing content is permissible when social media managers have confirmed permission of the creator to republish said content. The use of “scraped” text or images is forbidden. Use of stock images or graphics published under [Creative Commons](#) licensing should include [proper attribution](#) whenever reasonably possible.
- **Avoid Copyright Infringements:** All content published should be in compliance with the [Digital Millennium Copyright Act](#) (DMCA), and not violate any copyrights laws or ownership rights.
- **Appropriate Content:** No content that could be considered controversial is to be published. This specifically includes text or visual content of a slanderous, hateful or divisive nature. Examples of such content are topics including but not limited to, references to ethnicity, race, sex, religion or politics that would generally be considered to be inappropriate or provocative in nature.
- **Think Globally:** COMPANY has a global reach thus attention must be given to not posting content that could be offensive, inaccurate or problematic to any nationality or ethnic group.

Responses & Interactions

- **Positive Feedback:** Where possible, reply to positive reviews and feedback with an appropriate thank you and restatement of at least one positive thing mentioned. (i.e., “Thank you for your kind words. COMPANY strives to *list here something they liked*”)
- **Negative Feedback:** Persons posting any negative reviews or comments should generally not be engaged to prevent inciting them, and consequently starting a contentious online debate or spreading the grievance to other social media sites.

When a response is deemed necessary, it should be brief and positive, neither agreeing nor disagreeing with the statement(s). The response should be an acknowledgement of their position, with a comment that COMPANY takes pride in its industry reputation, and include a cordial invitation to contact the company to discuss their feelings. (i.e., We understand your concern. COMPANY works hard to maintain our earned reputation for *list here their complaint*. We invite you to call our customer service team to discuss your experience.”)

Policy for Personal Social Media Accounts

Company Restrictions

Non-representation: Unless formally identified by COMPANY management, no person is authorized to publish text or visual content which is, or would give the appearance of said person acting on behalf of the Company or otherwise being an authorized Company spokesperson.

Confidentiality: Publishing, sharing or otherwise making available any Company information that is expressly or generally considered to be non-public or confidential is prohibited. This specifically includes, but is not limited to, disclosure of trade secrets, customer information, internal communications and company documents.

Suggestions, Recommendations & Comments

Reasonable Conduct: Do not “troll”, “bait”, harass, impugn or otherwise engage competitors, vendors, contractors or industry personnel in any manner that may reflect poorly on COMPANY or that could cause legal actions. Individuals are ultimately responsible for their actions thus are urged to participate on social media sites and exercise common sense and sound judgment.

Be a Brand Guardian: Protecting our brand reputation is very important. We encourage employees to send an email to SocialMedia@YourCompany.com advising of any comments, remarks or mentions of COMPANY of which they become aware, and that are clearly believed to not have been published by the Company.

The Company urges anyone who is not a formal Company spokesperson (social media manager) to not address or respond to said comments or remarks. Notifying our communications team of any negative comments or remarks will allow the Company to review the content and make a formal decision on an appropriate action.

Utilize In-house Support: Anyone wanting to post content but having concerns about doing so is encouraged to contact the communications team at SocialMedia@YourCompany.com . Our communications team will answer emails with comments within one business day.