



Social Media Policy Checklist



1

Purpose

Why is your company using social media? Who is expected to use social media on behalf of the company? Are other employees expected or encouraged to help with the company's social media agenda?

2

Ownership

Who owns your company's social media account(s)? Do social media connections belong to the employee who has been interacting with them or do they belong to the company? What naming conventions should be used for social media accounts?

3

What to Post

What content is valuable to your company? Encourage employees to post content like that.

4

What Not to Post

Where is the line between witty and offensive? When does it move from playful joking to libel?

5

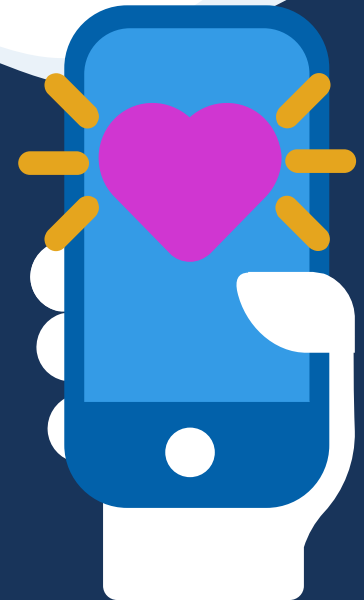
Equipment Ownership

Can employees log in from anywhere? Can they use office Wi-Fi for their personal devices?

6

Security

Protect your social media accounts. Require complex passwords, avoiding public computers, and privacy settings.



7

Rules for Disclaimers & Identity

How will employees identify themselves online?
Do you want them to include a disclaimer?

8

Personal Responsibility

Encourage employees to be authentic, but remind them that they're responsible for what they post on social media...good or bad.

9

Audience

Examine the demographics for each social media platform, then decide which ones you'll want to use based on where your audience is.

10

Privacy & Disclosure Laws

Make sure that employees have a very clear understanding of confidential and proprietary information in the workplace.

11

Copyright & Fair Use Laws

Remind employees about laws and best practices to follow when posting borrowed content.

12

Social Media Etiquette

Not everyone knows the dos and don'ts of the online world. Help them out with a brief tutorial.

13

Social Media at Work

Can employees be on their personal social media at work? How much is too much? Where is the line?

14

Risks & Crisis Management

Every company can have an off day which is why social media needs crisis management and a plan in place in case of emergency.



15

Consequences of Violating Policy

Explain what will happen if an employee violates the company's social media policy.

16

Where to Get Information

Social media policies are constantly changing and often subject to interpretation. Provide contact information for employees with questions.

17

Examples

Use examples throughout the policy for clarity.

18

Legal Point of View

Get legal advice for every workplace policy. The last thing you want is to find yourself in hot water online or off. Lawsuits are pricey.

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Updates

Social media changes at rampant speeds so you'll want to keep the policy up-to-date and communicate the update cadence in the policy.



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