



Social Media Policy Checklist

PURPOSE

Explain why the company is online. What are you hoping to do while you're on there?

WHAT TO POST

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

WHAT NOT TO POST

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

ACCOUNT OWNERSHIP

Who does the account belong to? Who do the followers belong to?

EQUIPMENT OWNERSHIP

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

SECURITY

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

RULES FOR DISCLAIMERS & IDENTITY

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

PERSONAL RESPONSIBILITY

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

AUDIENCE

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

PRIVACY & DISCLOSURE LAWS

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

COPYRIGHT & FAIR USE LAWS

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

SOCIAL MEDIA ETIQUETTE

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

SOCIAL MEDIA AT WORK

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

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.

CONSEQUENCES OF VIOLATING POLICY

Similar to other policies, you'll want to explain what will happen if an employee violates the company's social media policy.

WHERE TO GET INFORMATION

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

EXAMPLES

Use examples throughout the policy for clarity.

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.

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.

Print this checklist off, save it to your desktop, or email it to a colleague who might find it useful

For more information on our products and services feel free to contact us at [1-800-465-6089](tel:1-800-465-6089), info@i-sight.com or visit our website i-sight.com