

Social media policy template

Policy purpose

This social media policy provides a framework for using social media at [Insert company name]. It provides practical advice to help you use and enjoy social media safely in the workplace.

Scope

All employees, regardless of role, must follow this social media policy.

The term “social media” includes all online communities like blogs, social networks and forums – not just platforms like Facebook, LinkedIn and TikTok.

This policy is focused on:

- using personal social media at work
- representing our company through social media.

If you have any questions or require clarification on anything in this policy then please get in touch with the [PR/Marketing team].

Policy elements

Using personal social media accounts

Employees are allowed to access their personal social media accounts at work, but we expect you to act responsibly and ensure your productivity isn't affected. Please restrict your use to a few minutes per work day.

Please always be careful when posting on social media and adhere to our confidentiality and anti-harassment policies. Never post something that might make your collaboration with your colleagues difficult (e.g. hate speech).

We advise our employees to:

Ensure others know that your personal profiles, comments or statements don't represent [Insert company name]. Please do not state or imply that your personal opinions or content are authorised or endorsed by us. It's recommended that you use a disclaimer such as “my opinions are my own” wherever possible to avoid misunderstandings.

Avoid sharing intellectual property on personal profiles without approval. Regardless of where something is posted, our confidentiality policies always apply.

Avoid posting defamatory, offensive or derogatory content. It may be considered as a violation of our anti-harassment policy if directed towards colleagues, clients or partners.

Representing our company:

As part of their roles, some employees represent our company by managing our corporate social media accounts or speaking publicly on our behalf. We expect you to act carefully and responsibly to protect our company's image and reputation at all times. You should:

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- Be respectful and polite.
- Avoid commenting outside of your field of expertise.
- Comply with confidentiality and data protection policies and observe laws on copyright, trademarks and fair use.
- Inform the [PR /Marketing team] when you're about to share anything that could cause a spike in engagement or increase web traffic
- Avoid deleting or ignoring comments for no reason.
- Never post discriminatory, offensive or libellous content or comments.
- Correct or remove anything misleading or inaccurate as quickly as possible, and issue an apology if necessary.

Disciplinary consequences

We monitor all content on our corporate social media accounts.

We may take disciplinary action (including termination) if employees do not follow this policy's guidelines. Examples of non-conformity include but are not limited to:

- Using social media at work to the detriment of productivity, responsibilities and deadlines
- Disclosing confidential information through personal or corporate social media
- Posting or sharing offensive content.

Inadvertently violating this policy could result in a reprimand, with further disciplinary action if the violations continue.

Disclaimer: This template provides general guidelines and should only be used as a reference.

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