



SOCIAL MEDIA GOVERNANCE DOCUMENTS

Employee social media guides

This is important for providing simple Do's and Don'ts for employees when they use social media. This document helps guide employees on what to share, what's expected, and to avoid misunderstandings and problems when your employees are speaking about your company through blogs, social media, etc.

Social media style guide

A Style Guide highlights the importance of establishing a voice and tone for either the company you are working for or your own brand. The purpose of your style guide is to ensure all content put out across your platforms is consistent and within your brand's style, regardless of who is posting for you.

Social media policy

This document is used to establish the general usage of the company/brand's social media networks as well as how certain topics or issues are handled when they arise. This document can cover topics such as confidentiality, impartiality, posting on personal channels and dealing with negativity across your brand's channels.