

[INSERT COMPANY LOGO]

Social Media Policy

[DATE]

Social media is a great forum for [COMPANY] to connect with followers, current and potential employees, customers, and companies. As the face of the [COMPANY] social media channels, all postings on the [COMPANY] social media channels will uphold the values and morals of the [COMPANY].

It is important to remember that once you identify yourself as affiliated with [COMPANY], people may associate the content you post on your personal channels with RTC. When posting for [COMPANY] and on your own personal channels, it is important to always use common sense. Here are the basic policies for posting on the [COMPANY] social media channels.

Impartiality:

From time to time, it will be necessary to post controversial subjects. It is important for [COMPANY] social media to stay as impartial and as natural as possible. Rather than taking a one-sided stance on controversial subjects, it is important to try to facilitate conversation in our [COMPANY] audience. Honesty and integrity should always be upheld.

Posting on Personal Channels:

You are free to associate yourself with [COMPANY] when posting on personal channels, but you must brand these posts as your own, and your personal opinions. It is important to disclose your role within [COMPANY] when doing this.

Personal posts with opinions on controversial issues should not be made in connection with [COMPANY]. Always keep in mind that the things you post on personal channels can be traced back to your organization. Common sense is key; do not engage or post about abusive/offensive content. If someone attacks you personally about [COMPANY], let someone from the [COMPANY] team know so they can reach out to them personally.

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Confidentiality:

Any confidential information regarding employees, customers, or a third party will not be disclosed in social media posts. Postings must respect applicable laws, such as copyright, fair use, and financial disclosure. This applies to both [COMPANY] channels and personal channels.

Dealing With Negativity:

[COMPANY] reserves the right to request that certain topics are avoided, and to remove posts or comments that are deemed irrelevant or inappropriate. As a moderator of [COMPANY] social media, you may need to deal with comments by audience members that are inappropriate. If the comment is inappropriate, offensive, or off-topic, the comment is to be removed. Otherwise, feel free to correct such posts using facts.

Review:

As social media culture and organizations are constantly changing it is recommended that should be reviewed on a 6 month to 1-year basis.