[INSERT COMPANY LOGO]

Social Media Guidelines for Employees

June 2019

Identifying with our employer is easy, and we are all passionate about what we do within our company! **[Your Brand]** believes in open and honest communication, and encourages its employees to tell the world about their work and to share their passion about their position and the company. You are free to speak about the company and your position on whichever forms you choose, blog, online social network, etc. To help guide you, avoid misunderstandings and problems, we have come up with these guidelines for you when posting in reference to **[Your Brand]**.

- Firstly, please familiarize yourself with **[Your Brand]**'s social media policy and social media style guide, the importance of these documents are to create consistent and streamline communication across **[Your Brand]**'s social media channels.
- When speaking about **[Your Brand]** or your role within **[Your Brand]**, you must always make sure to **identify yourself** and your position when necessary. There are official spokespeople for **[Your Brand]**, so when posting about**[Your Brand]** you must **make it clear that your opinions and comments are your own** and are not made on behalf of **[Your Brand]**; You can use a disclaimer like "The postings on this site are my own and do not necessarily represent the position, strategy or opinions of**[Your Brand]**." Make sure to write in first person, and do not use your company email for personal interactions and accounts. Always remember even anonymous postings can be traced back by IP address.
- You are **personally responsible** for the content you post on social media, remember that the internet has a very, very long memory. Using **common sense is key** when making social media posts when in connection to **[Your Brand]**, if you feel even slightly uncomfortable or unsure on a posting/interaction in conjunction to **[Your Brand]**, contact the general manager to have a discussion to clear up any confusion.
- **Just because information is on the internal network, it is not okay to release this information to anyone outside of [Your Brand].** If an item features the sentence "for internal use only" then that is exactly what it means and it is absolutely not meant to be forwarded to anyone who is not employed by **[Your Brand]**.
- Private company messaging between employees, managers, and CEOs are not to be disclosed to the public.
- **It is not okay to disclose events, or timely information before it is disclosed by [Your Brand]'s representatives and spokespeople.**

- **Do not comment on legal matters** unless you are an official spokesperson for [**Your Brand**] and have explicit permission to do so. In addition, stay away from discussing financial topics and predictions of future performance at all costs.
- **Respect your audience.** Don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in the [**Your Brand**] workplace.
- If you post incorrect information or something that is untrue, **make sure you are the first to correct and own up to your mistake.**
- Please **respect copyright**. If it is not yours, don't use it.
- **Don't cite or reference clients, partners or suppliers without their approval.** When you do make a reference, where possible, link back to the source.
- **Be aware that you will be associated with your employer, so remember to represent yourself in an upstanding way.**
- Even if you act with the best intentions, you must remember that **anything you put out there about** [**Your Brand**] **can potentially harm the company**. Always use common sense, and check in with your general manager if you are ever unsure or need further clarification on these topics.