

Social Media Policy Template

Policy Information

Policy name

Policy number

Date effective

Date of recent revision

Version number of document

Contact info for questions

Policy Scope

The following policy applies to:

“Social media” means:

Policy Purpose

This section can also include what you hope to accomplish by implementing this policy, such as increase employee advocacy or improve company culture.

1 -

2 -

3 -

Do's & Dont's

For each rule of your policy, make sure to outline any further details needed, such as what is considered offensive content, what customer/client information is forbidden to post, what is encouraged to be posted, and so on.

Do's

Dont's

Roles & Responsibility

Outline the roles and responsibilities of certain individuals, define who can access company accounts. Additionally, outline the responsibilities of each person who works with the company's social media channels.

Person	Access to SoMe Accounts	Responsibilities
Person A		
Person B		
Person C		
Person D		
Person E		
Person F		
Person G		

Security Protocols

To prevent possible security breaches, it's essential to include security protocols. Unfortunately, online accounts are at risk for hackers. But there are ways to keep your accounts and sensitive information safe. Your protocols might include:

- Having extra-strong passwords
- Updating passwords each week or month
- Ensuring no sensitive information can be accessed (i.e. not sending confidential information over direct messages)
- Only using company devices to manage company accounts
- Installing two-step logins
- Having backup accounts

Your security protocol should also detail the plan of action in case of a security breach.

Plan of Action for a PR Crisis

Define a plan of action for a PR crisis. This section should also have an updated emergency contact list in case immediate attention is required.

Disciplinary Actions

As this document is a policy that employees are required to follow, it should also include what can happen if they don't follow the policy. This section should also include how social media will be monitored and how offenses will be determined.

Filing claims

Your policy should also include a section for how employees can file claims or complaints. Outline how employees can do this, such as by contacting human resources or through an online claims portal.

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