



Template for Developing Your Company's Social Media Employee Guidelines

Now that you've read our suggestions, this template will help you create your company's social media guidelines. This template is a foundation that will help you determine your company's guidelines on social media use by and for your employees, both at work and at home.

Introduction:

<EDIT TO ADD YOUR OWN INTRODUCTION >

The following guidelines address the use of social media by the employees of <COMPANY NAME>. Although we highly encourage the use of social media, we wish to point out that, as an employee, you are required to adhere to the company's code of conduct.

<ADD MORE OF YOUR COMPANY'S PHILOSOPHY HERE>

Who Are These Guidelines For?

<EDIT TO ADD YOUR OWN COMMENTS>

These guidelines have been developed for employees of <COMPANY NAME> who engage in social media and mention our company and anything or anyone related to it, including our vendors and suppliers. Specific social media channels includes blogs, and content on, but not limited to, Facebook, MySpace, Twitter, Flickr, YouTube and any other platforms that enable the sharing of conversations, text, slides, photos and videos.

Participating In "Personal" Social Media On Company Time

<EXPLAIN YOUR POLICY FOR "PERSONAL" BLOGGING, TWEETING, FACEBOOKING ETC. WHILE ON COMPANY TIME>

Unless your personal social media activities include something of value to the company, we ask that you <LIMIT OR REFRAIN FROM> these activities while on company time.

<COMPANY> Encourages You To Participate in Social Media

<EDIT TO ADD YOUR OWN PHILOSOPHY ABOUT SOCIAL MEDIA>

When representing our company, please make sure you are "transparent" – reveal your true identity and that you are an employee of <COMPANY NAME>. When posting about our company, we encourage you to share content of value and of interest. This may include product benefits, testimonials, insights and interesting facts. The ultimate goal of social media is to make friends and create lifelong fans, whether they're for you or for our company. With that goal in mind, we encourage you to post regularly and have fun doing so.

Using Proper Judgment When Participating In Social Media

<EDIT TO ADD YOUR OWN COMMENTS>

We urge you to use proper judgment when posting about our company, our employees and/or our vendors. Our current code of conduct, which includes policies on sexual harassment, discrimination and bullying <FILL IN MORE AS REQUIRED>, is extended to include all online activities. Please respect our company's trademarks and copyrights, our confidentiality and any other proprietary information. Any discussion that belittles or ridicules the value of the product or service that the company provides and any discussion that involves name-calling or negative behavior damaging to that employee or the company could be a violation of our code of conduct and may lead to termination of employment.

<COMPANY>'s Monitoring Policy

<EDIT TO ADD YOUR OWN COMMENTS ABOUT MONITORING>

As there is little privacy in the social media arena, we use social media software to monitor topics and keywords that are relevant to our company.

And Finally,

<EDIT TO ADD YOUR OWN COMMENTS>

Many of you have been using social media for years, while others are still learning the ropes. We encourage you to teach other employees what you know. We also encourage you to use your social media expertise to help formulate new ideas for building our company and reaching out to customers locally and around the world.

Need help filling in the blanks and developing sound social media guidelines for your company? AXIA has a team of experts available to assist you and your company. Contact us at (866) 999-2942 today for more information or visit us at www.axia.net.

Contact Jason Mudd, APR
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