

Social Media Policy Example (XYZ Foundation, 2024)

Social media can be a fun and rewarding way to share your life and opinions with family, friends and co-workers around the world. However, use of social media also presents certain risks and carries with it certain responsibilities. To assist you in making responsible decisions about your use of social media, we have established these guidelines for appropriate use of social media. This policy applies to all employees who work for the Foundation.

Guidelines

Social media includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web log or blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or a chat room, whether or not associated or affiliated with the Foundation, as well as any other form of electronic communication.

The same principles and guidelines found in the Foundation's other policies apply to your activities online. Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects your job performance, the performance of fellow employees or otherwise adversely affects recipients of the Foundation's charitable services, other people who work on behalf of the Foundation or the Foundation's legitimate business interests may result in disciplinary action up to and including termination.

Know and follow the rules

Carefully read these guidelines and the Foundation's other policies and ensure your postings are consistent with these policies. Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including termination.

Be respectful

Always be fair and courteous. If you decide to post complaints or criticism about the workplace, avoid using statements, photographs, video or audio that are obscene, threatening, intimidating, disparage individuals, or that might constitute harassment or bullying. Examples of such conduct might include but are not limited to posts that could contribute to a hostile work environment on the basis of race, color, sex, disability, religion, sexual orientation, gender identity, genetic information, age, military status, or any other status protected by law or the Foundation policy.

Be honest and accurate

Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about the Foundation, fellow employees, or other people working on behalf of the Foundation or its competitors.

Post only appropriate and respectful content

Maintain the confidentiality of the Foundation's trade secrets and private or confidential information. Trade secrets may include information regarding the development of business strategies, products, know-how and technology. Do not post internal reports, policies, procedures or other internal business-related confidential communications.

Do not create a link from your blog, website or other social networking site to the Foundation's website without identifying yourself as an employee. Express only your personal opinions. Never represent yourself as a spokesperson for the Foundation. If the Foundation is a subject of the content you are creating, be clear and open about the fact that you are an employee and make it clear that your views do not represent those of the Foundation, fellow employees, recipients of the Foundation's charitable services, or other people working on behalf of the Foundation.

If you do publish a blog or post online related to the work you do or subjects associated with the Foundation, make it clear that you are not speaking on behalf of the Foundation. It is best to include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of the Foundation."

Using social media at work

Refrain from using social media while on work time or on Foundation provided equipment. Do not use the Foundation's email addresses to register on social networks, blogs or other online tools utilized for personal use. Prior approval must be obtained prior to contributing to any social media networks as a representative of the Foundation.

Retaliation is prohibited

The Foundation prohibits taking negative action against any employee for reporting a possible deviation from this policy or for cooperating in an investigation. Any employee who retaliates against another employee for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.

For more information, refer to the "Public Opinion and Social Media Guidelines" that is maintained by the Marketing Communications Center of Excellence.

Media contacts

Employees should not speak to the media on the Foundation's behalf without contacting their manager. All media inquiries should be directed to the Marketing Communication Center of Excellence.

Non-management employees, however, may choose to speak to the media regarding non-confidential issues, such as their wages, hours, and working conditions.

If you have questions or need further guidance, please contact your manager or Human Resources.