

# Social Media Policy



Guidelines for functioning in an electronic world and on social media are the same as the values, ethics and confidentiality policies workers are expected to live by every day, whether you're Twittering, talking with customers or chatting over your neighbor's fence.

## WHAT YOU SHOULD DO

***Disclose your affiliation:*** If you use social media to talk about work-related matters that are within your area of job responsibility, you must disclose your affiliation with *[insert name of the company]*.

***State that it's YOUR opinion:*** When commenting on the business, unless you're authorized to speak on behalf of *[insert name of the company]*, you must state that the views expressed are your own. Hourly employees should not speak on behalf of *[insert name of the company]* when they are off the clock.

***Protect yourself:*** Be careful about the personal information you share about yourself and others online.

***Act responsibly and ethically:*** When participating in online communities, such as Facebook or chat rooms, do not misrepresent yourself. For example, if you are not a vice president, don't say you are.

***Honor our differences:*** Live the values. *[insert name of the company]* does not discriminate based on age, sex, race, color, creed, religion, ethnicity, sexual orientation, gender

identity, national origin, citizenship, disability, marital status or any other basis protected by federal, provincial, territorial or local laws, regulations or ordinances.

## **WHAT YOU SHOULD NEVER DISCLOSE**

***The numbers:*** Non-public financial or operational information, including strategies, forecasts and most anything with a dollar-figure attached to it. If it's not already public information, it's not your job to make it so.

***Promotions:*** Internal communication regarding offers or promotional activities, including advance ads, drive time playbooks and holiday strategies.

***Personal information:*** Never share personal information regarding other workers or customers.

***Legal information:*** Anything related to a legal issue, lawsuit or *[insert name of the company]*'s attorneys.

***Anything that belongs to someone else:*** Only post your own creations. Do not post anything that belongs to someone else. This ban applies to illegal music sharing, copyrighted publications and all logos or other images that are trademarked by *[insert name of the company]*.

***Confidential information:*** Do not publish, post or release information that is considered confidential. Basically, if you find yourself wondering if you can talk about something you learned at work—don't. Follow *[insert name of the company]*'s policies and live the company's values and philosophies. We have them for a reason.

**Just in case you are forgetful or ignore the guidelines above, here's what could happen. You could:**

- Get fired (and it's embarrassing to lose your job for something that's so easily avoided)
- Get *[insert name of the company]* into legal trouble

- Cost [*insert name of the company*] the ability to get and keep customers

**Worker Acknowledgment:**

I, \_\_\_\_\_ acknowledge that I have read and understand [*insert name of the company*]'s Social Media Policy and agree to abide by the guidelines set out above.

\_\_\_\_\_

Worker's Signature

Dated on \_\_\_\_\_ this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_