

SAMPLE SOCIAL MEDIA USE POLICY

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[The Company] takes no position on an employee's decision to start or maintain a blog or participate in other social media activities. However, it is the right and duty of [the Company] to protect itself from unauthorized disclosure of information. [The Company]'s social media use policy includes rules and guidelines for company-authorized social media use and personal social media use and applies to all executive officers, board members, management and staff.

Blogging or other forms of social media or technology include but are not limited to video or wiki postings, sites such as Facebook and Twitter, chat rooms, personal blogs or other similar forms of online journals, diaries or personal newsletters not affiliated with [the Company].

Unless specifically authorized by [the Company], employees may not speak on behalf of [the Company]. Except for company-authorized communications, employees should not publicly discuss [the Company]'s clients or its products. Employees are expected to protect the privacy of [the Company] and its employees and clients and are prohibited from disclosing personal [Company] employee information and any [Company] proprietary and non-public information to which employees have access. Such information includes but is not limited to customer information, trade secrets, financial information and strategic business plans.

Employees are cautioned that they should have no expectation of privacy while using the Internet. Your postings can be reviewed by anyone, including [the Company]. [The Company] reserves the right to monitor comments or discussions about [the Company], its employees, clients and the industry, including products and competitors, posted on the Internet by anyone, including employees and non-employees. Employees are cautioned that they should have no expectation of privacy while using company equipment or facilities for any purpose, including authorized blogging.

[The Company] requests and strongly urges employees to report any violations of this policy or possible or perceived violations thereof, to the Human Resources Manager.

[The Company] investigates and responds to all reports of violations of the social media use policy and other related policies. Violation of [the Company]'s social media use policy may result in disciplinary action up to and including immediate termination. Discipline or termination will be determined based on the nature and factors of any blog or social media post. [The Company] reserves the right to take legal action where necessary against employees who engage in prohibited or unlawful conduct.

[The Company] respects the right of employees to write blogs and use social media sites and does not want to discourage employees from self-publishing and self-expression. Employees are expected to follow the guidelines and policies set forth herein.

Bloggers and commenters are personally responsible for their commentary on blogs and social media sites. Bloggers and commenters can be held personally liable for commentary that is considered defamatory, obscene, proprietary or libelous by any offended party, not just [the Company].

Employees cannot use employer-owned equipment, including computers, company-licensed software or other electronic equipment, nor facilities or company time, to conduct personal blogging or social media activities. If an employee maintains a personal blog on a home computer, neither the employee nor the blog may be identified as being affiliated with [the Company].

Employees cannot use blogs or social media sites to harass, threaten, discriminate or disparage against employees or anyone associated with or doing business with the company.

If you have any questions relating to your personal blog, social media use, or this policy, contact the Human Resources Manager.