

# Social Media Policy

## Introduction

As \_\_\_\_\_ ("**Company**"), we care about our visibility on social media. Customers, partners, suppliers, and shareholders all join together on social media to share information, promote products and services, and share their ideas and experiences. The Company understands the limitations and dangers of social media, and how they might impact our brand, public image, and core values. As a result, we've developed this social media policy to provide a foundation of tried and true social media rules and regulations.

The policy which we've developed, helps our employees understand and follow basic social media practices, which have been put in place to protect our employees, their employment, and the Company as a whole.

## Company Values

Our core values guide everything we do, including our presence and interactions on social media. We know that upholding these values online is just as important as demonstrating them in the workplace. As representatives of the Company, it is essential that all employees understand these values when engaging on social media platforms.

Our values are:

- Respect for the Individual
- Personal Accountability
- Client Value Creation
- Innovative Production
- Confidentiality and Privacy

## Social Media Policy

The following are the guiding principles for our employees' use of social media:

- Act responsibly. Be honest and open, and consider the impact of your actions on others.
- Be cautious while sharing personal information on the internet, particularly your social security number or other information that could lead to identity theft.
- Explain that these are your opinions. Unless you are permitted to speak on behalf of the company, please clarify that any opinions you express online are your own and not those of the firm.
- Avoid posting and/or sharing anything that is offensive, discriminatory, or misleading.
- Confidentiality is important. Never reveal personal information about our clients, non-public financial information, or any other legal or proprietary information about the company.

## Using Social Media at Work

Employees in charge of representing the firm on social media must adhere to the organization's image, core values, and brand. As a result, the Company expects all workers to treat all shareholders, stakeholders, customers, members, and/or suppliers with fairness, professionalism, and politeness.

Please minimize your usage of social media while in the office or working on behalf of our organization unless it is directly relevant to the work you do at the Company.

## Acceptance

I hereby confirm that I have read this Social Media Policy in its entirety and that I am aware of all of its policies. I will follow the instructions outlined in this document and behave in a professional and responsible manner when using social media.

**Name of Employee**

**Date**

**Signature**

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