## SOCIAL MEDIA POLICY

[Organization Name] strives to maintain a respectful and professional online presence, specifically on our social media platforms. We are committed to preventing any harm to the organization, its employees, clients, or other involved parties that can arise if social media channels are misused, misrepresented, or abused in any way.

The purpose of this policy is to outline the expectations we have of our employees when it comes to responsible social media use that is associated with our organization.

DEFINITIONS

“Social media” means any online websites, communities or social networks that allow users to create and share content, opinions, interests, and other information such as Instagram, Twitter, Facebook, TikTok, or LinkedIn.

POLICY

**Official Company Accounts**

[Organization Name] is very thoughtful about its branding. The organization and its employees must work together to ensure [Organization Name] is represented in a respectful and professional manner on social media and online platforms.   
  
In order to ensure consistency in branding, tone, and messaging across all official company social media accounts and online platforms, only designated representatives are permitted to represent or create content on behalf of [Organization Name].  
  
Non-designated employees are prohibited from creating content, posting on behalf of, or representing the organization or its views on social media or online platforms without the express written permission of [Insert Name/Title]. All posts, messaging, and comments must also be authorized prior to posting by [Insert Name/Title].

Authorized employees will be provided with training and instruction to ensure that all posts, comments, and interactions on official company platforms align with [Organization Name]'s values, legal, and professional standards. The company’s social media may not be used to promote personal blogs, websites, or services as this is a conflict of interest and is not permitted.

Personal Accounts Linking to [Organization Name]

Employees who link themselves to [Organization Name] on social media by including [Organization Name]’s name, logo, or other brand elements on their personal accounts or by commenting on or about, or liking or sharing information regarding [Organization Name], must:

* exercise discretion,
* refrain from engaging in any discourse that may impact the organization’s reputation, and
* ensure that all interactions are professional, respectful, and align with [Organization Name]’s values and code of conduct expectations.

Additionally, employees who link themselves to [Organization Name] on social media must ensure that they refrain from sharing or disclosing any confidential information about the company, its employees, or its clients on any official company platforms or any other online accounts or platforms.

Personal Account Guidelines  
  
Employees do not require approval to create, post, or share content on their personal accounts as they are managed and created by employees. However, employees of [Organization Name] who link themselves to the organization, are representative of the organization (e.g., on the organization’s website and/or as part of the organization’s marketing materials) are required to exercise discretion and caution when posting on social media, specifically when the content may be perceived as unprofessional or harmful to the organization's reputation or violate company policies such as this Social Media Policy or the [Organization Name] Code of Conduct.   
  
Employees must recognize that this policy applies to not only company-directed social media actions but also personal use of social media in regard to anything that may harm or damage the organization.  
  
[Organization Name] has therefore established the following guidelines for employees who use personal social media accounts that may link or associate them to the company:

* The use of personal social media on company time is not permitted, unless on approved breaks or as a function of the employees job duties.
* Employees are discouraged from posting or sharing content that may be perceived as inappropriate or which violate company policies during work hours or while on company time.
* [Organization Name] has a zero-tolerance policy for any form of discriminatory comments based on gender identity, race, age, religion, ethnicity, sexual orientation, disability, or any other legally recognized protected status.
* [Organization Name] has a zero-tolerance policy for online bullying or other threatening behaviour.
* Sensitive or confidential financial, operational, legal, or client-related data or information is not permitted to be shared on social media on any accounts at any time.
* Employees must not make false or inaccurate statements about [Organization Name], its views, clients, employees, or other information related to the organization.
* Employees are encouraged to associate themselves to the organization on social media but may not act as official representatives (or speak on its behalf) unless authorized by the organization or management.
* Employees are encouraged to clearly state that personal views shared on personal platforms are individual and not reflective of the company's stance.
  + For example, employees may include a disclaimer on their account clarifying that views stated are personal and are not representative of their employer.
* Employees are prohibited from using the company's name or logo in a way that may suggest its endorsement on their personal platforms or personal posts.
* Employees are prohibited from making or posting slanderous statements, negative remarks, or any other harmful messages regarding the company, its clients, or its employees.
* Employees should refrain from engaging in online behaviour that may be perceived as unprofessional or harmful to their own reputation and by extension, the company's reputation.
* Employees should refrain from interacting with, for example, posting, sharing, or tagging, content or online posts that may be inappropriate, slanderous or negatively impact the organization, its clients, or its employees (e.g., negative reviews on Google Reviews, posts on social media, etc.).
* Employees must report any negative, disparaging, or slanderous posts or online content related to [Organization Name] that they become aware of to [Insert Name/Title] so that the appropriate action can be taken.
* Employees must use caution when posting.
  + Where there is doubt about the appropriateness of a post and how it may be viewed by others, employees should not post it until the content has been approved by a manager or refrain from posting it at all.
* If something inappropriate/ not permitted does get posted by an employee or someone else, the post should be immediately deleted, if possible, and the employee should consult their manager/supervisor immediately in case further action is required to mitigate the situation.
* Employees should ensure that any photographs or videos posted to their personal social media accounts do not include any sensitive or private information about the company, its workplace premises, its clients and their data, or its employees and their personal information.
* Employees are required to request approval prior to posting any photos or videos from or about the company and any company events or projects.
* For photos or videos of individuals in the workplace, clients, or other employees, proper permissions and approvals could include:
  + Verbal approval (understanding that this approval could be revoked at any time)
  + Written approval (if the photos or videos are directly related to the company or its events or projects)
* Employees should not interact with or post content or messaging that makes light of or condones inappropriate workplace behaviour.

Participating in Political Activity   
  
[Organization Name] recognizes that social media and online platforms are significant, accessible, and common methods of communication and participation in political or social communities and activities.

[Organization Name] respects the right of our employees to engage in political activities and express their personal views on their personal social media accounts or online platforms (e.g., blogs, comments, etc.).   
  
However, it is important to exercise discretion and professionalism when participating in or engaging with politically charged content, both on company and personal platforms. When participating in political discourse online, employees should make it clear that their opinions are individual and their own, and not reflective of their employer or any associated organizations’ stances.   
  
Additionally, employees engaging in political activities online or otherwise should be mindful of the potential impact their behaviours, actions, or statements may have on [Organization Name]’s reputation. While we encourage open dialogue, [Organization Name] needs to emphasize the importance of maintaining a respectful and inclusive tone in all online and in-person interactions.   
  
The official company accounts should remain neutral and focus on content related to the company's mission, values, and industry.   
  
On personal platforms, employees are encouraged to express their political views mindfully and consider the potential implications on their professional image. It is advisable to include a disclaimer stating that personal political opinions are individual and do not represent the views of their employer or any other associated organizations.   
  
Employees are expected to refrain from sharing or interacting with content that incites violence or harm, discriminates against any individual or group, or violates applicable human rights laws. This prohibition extends to both professional and personal platforms.

Examples of such content include:

* Hate speech
* Displaying symbols associated with racism
* Quoting hate or racist speech
* Making reference to, or quoting another person (for example sharing a video, etc.), of someone who is advocating harm to or annihilation of a race, religion, or any other group protected under human rights

[Organization Name] reserves the right to investigate social media posts and take appropriate action, including disciplinary measures, in response to such violations.

Non-Compliance

Failure to adhere to the guidelines set out in this policy may result in disciplinary action, including termination.

Additionally, employees may face employment-related consequences if their personal, public, social media accounts, online interactions, or posts are inconsistent with applicable legislation, principles or policies (e.g., human rights laws). These consequences may include discipline — up to and including dismissal.