



Social Media Policy - Top 10 things to include

1. Purpose of the policy i.e. why it is needed and what the policy is intended to cover
2. Policy is stated to apply to business use as well as personal use that may affect the business
3. Applies not only to employees but also to officers, consultants, contractors, part-time workers etc.
4. State who is responsible for implementing the policy
5. To what extent is personal use of social media permitted during working hours?
6. Don't post anything that is akin to business trade secrets / confidential information. Safest not to post anything that is not in the public domain.
7. Don't express religious, political or other beliefs which have the potential to cause offence to a particular group
8. To what extent will use of social media (both work and personal) be monitored by the company and by what means
9. What are the consequences of breaching the policy i.e. how will it be enforced?
10. Make it clear where the policy can be found / accessed by staff and ensure any updates are fully communicated to your staff