

social media policy



Policy Overview

This policy provides clear guidance for responsible social media use and applies to anyone representing or referencing the organization online. Its purpose is to set expectations that protect the organization's reputation, ensure compliance with laws and internal standards, and promote a positive and productive workplace culture.

General Guidelines for Social Media Use

Responsible participation in online platforms is encouraged. To ensure online activity aligns with organizational values and expectations, employees should keep the following in mind.

- Avoid posting content that could harm the organization's reputation or workplace environment
- Make it clear when views are personal. When discussing work-related topics, use a statement such as
- "The views expressed are my own and do not reflect the views of my employer."
- Do not share workplace information on personal social media accounts unless you have explicit authorization
- Never publish confidential, proprietary, or sensitive information about the organization, its clients, or its partners

Social Media During Work Hours

To maintain focus and productivity, employees should observe these practices.

- Limit personal social media use during working hours
- Use official organizational social media accounts only for approved business purposes
- Receive authorization before posting to or managing official accounts

Professional Conduct and Online Behavior

Online engagement that connects to the organization in any way should reflect a commitment to respect, inclusion, and integrity. Employees should follow the standards below.

- Avoid engaging in harassment, discrimination, bullying, or behavior that violates the organization's code of conduct
- Avoid defamatory, threatening, or offensive remarks about colleagues, clients, competitors, or community partners
- Ensure posted content complies with copyright, trademark, and intellectual property laws

Representing the Organization

Only authorized employees may speak on behalf of the organization on social media. Individuals managing official accounts are expected to follow these practices.

- Follow the organization's brand standards, tone, and visual guidelines
- Maintain accuracy, consistency, and professionalism in every post
- Seek approval for content when required by internal procedures

Privacy and Confidentiality

The organization is committed to protecting personal and organizational data. Employees should uphold the following responsibilities.

- Do not discuss confidential business, employee, client, or customer information online
- Understand that even private accounts and restricted posts may be shared beyond the intended audience
- Use good judgment when engaging in discussions that may indirectly reference the organization or its work

Consequences for Policy Violations

Not following this policy may lead to disciplinary action up to and including termination. The organization may review publicly available social media content and take action necessary to protect its interests, employees, partners, and clients.

Policy Review and Updates

This policy will be reviewed periodically and updated as needed to stay aligned with evolving platforms, best practices, and organizational values.