# **SOCIAL MEDIA GUIDELINES**

### [Insert business name]

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***Last revision: [insert date]***

**OFFICIAL COMPANY ACCOUNTS**

Consider following our official company social media accounts:

* Instagram [insert link]
* Facebook [insert link]
* Twitter [insert link]
* LinkedIn [insert link]
* [as many accounts as is necessary]

**OFFICIAL COMPANY HASHTAGS**

Consider using these branded hashtags in appropriate, company-related social media posts:

* [insert hashtag]
  + For use when posting about [insert content type]
* [insert hashtag]
  + For use when posting about [insert content type]

**QUICK DO’S AND DON’TS**

*[Choose DO or DON’T for each bullet point and add or subtract points as you see fit]*

* DO list the company as your employer in your social media bio if you plan to discuss work in your social media posts
* DON’T engage with competitors in an inappropriate way
* DO share company social media posts, events, and stories
* DON’T share company secrets or confidential information of your colleagues
* DO express your own opinion — just make sure it’s clear you’re not speaking on behalf of the company
* DON’T comment on legal matters pertaining to the company
* DO report harassment you’ve experienced or noticed
* DON’T engage with trolls, negative coverage, or comments

**DISCLOSURE AND TRANSPARENCY**

**What kind of information am I allowed to post related to my work on social media?**

[insert answer and examples]

**Should I include my company info in my social media bio? Or should I keep my company accounts and my personal accounts separate?**

[insert answer and examples]

**PRIVACY AND CONFIDENTIALITY REMINDERS**

Whether or not you choose to disclose your workplace on social media, please respect the privacy and confidentiality of sensitive information pertaining to [insert company name] when posting to any social networking sites.

This includes, but is not limited to:

* Observations or gossip about co-workers
* Financial disclosures
* Upcoming product releases
* Private communications (such as Slack messages, emails, or phone calls)
* Research and development intel
* Client names
* Other sensitive information

**CYBERSECURITY BEST PRACTICES**

When using your personal social media accounts on work computers, please be vigilant about cyber safety.

* Choose strong passwords
* Use a different password for every social account
* Don’t use the same passwords for your corporate accounts
* Use two-factor (or multi-factor) authentication to login to social networks
* Limit the personal and professional information you share
* Use personal credentials for personal accounts
* Make sure your Internet connection is secure
* Do not download or click on suspicious content
* Only activate geolocation services on apps when necessary
* Practice safe browsing

**INCLUSIVITY**

Please be kind on social media and remember that your online presence may be viewed as representative of [insert business name].

Following these inclusivity guidelines:

* Use inclusive pronouns to address others (they/them/theirs/folks)
* Provide descriptive captions for images
* Be thoughtful about representation
* Don’t make assumptions about gender, race, experience, or ability
* Avoid gender or race-specific emojis
* Feel free to share your preferred pronouns in your social profiles
* Use title case for hashtags (this makes them more legible for screen readers)
* Use diverse imagery and icons. This includes stock imagery, emojis, and branded visuals.
* Report and remove any comments deemed sexist, racist, ableist, ageist, homophobic, or hateful to any group or person
* Make text accessible, using plain language and accessible to people learning English as a second language or those with learning disabilities

**SOCIAL MEDIA POLICY**

Please ensure your personal social media posts align with [insert company name]’s official social media policy [link to social media policy].

**COMMUNITY GUIDELINES**

Please respect i**ntellectual property**, copyright, and trademarks when posting to social media on personal or work accounts. If it’s not yours and you don’t have permission, don’t post it.

To deal with a troll or any form of social media harassment, report the issue to [insert name and email of your social media manager or PR person] and they will advise you on next steps. Do not attempt to handle the situation on your own.

**HELPFUL RESOURCES**

[Link to any company or publish resources that may further guide your employees in the right direction when it comes to posting on social media]

* Corporate code of conduct
* Employee agreement
* Privacy policy
* Marketing
* Government marketing, advertising and sales regulations
* Company social media style guide
* [Social media training with Hootsuite Academy](https://education.hootsuite.com/)

**QUESTIONS?**

Contact: [insert email and contact info of person/team in charge of your social media guidelines]