Version 1.0

Date: 03/28/19

Social Media Policy Template

# 1. 0 Purpose

To provide guidance and direction on how our employees communicate about our company, its employees, customers, partners and suppliers in a professional, secure, and ethical manner.

# 2.0 Policy - Personal Accounts

A. Comply with rules and regulations of the site you are using;

B. All pertinent Company information security and privacy policies still apply;

C. Disclose your affiliation with our company

1. Indicate on your profile or blog landing page that “the opinions expressed are my own personal views and not those of my employer”;

D. Do not post on behalf of or attempt to represent our company unless you are authorized to do so;

E. Do not post any internal or confidential information that you obtain or learn about as part of your duties at our company, including but not limited to:

1. intellectual property, personally identifiable information, information technology and security data, business strategy, or other proprietary information;

F. Accurately represent the information and content you are sharing as yours. Accurately credit all sources and respect copyright and intellectual property laws, to include those covering music, videos, text, and images;

G. Assume all information that you share over social media is public, regardless of whether a particular type of content is marked as “private.”

## 3.0 Policy - Company Accounts

A. All accounts must comply with our company’s polices, to include our information security policies;

B. All official accounts must use strong, unique passwords, and where possible must use two-factor authentication (typically a one-time code sent via SMS or generated on a mobile application);

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C. Only share information specifically authorized for distribution. Never share any sensitive, internal company or client information;

D. Company accounts must comply with the rules and regulations of the respective social media site;

E. All posts to Company accounts must follow an official approval channel, and be authorized by one of the following individuals:

<INSERT APPROVING OFFICAL OF YOUR COMPANY>

F. All official communications on behalf of the company must disclose our logo and affiliation;

G. Before using another party’s content, first obtain approval. When posting third-party content, give credit where it is due; do not share protected intellectual property without necessary authorization;

H. Behave in a respectful, courteous manner at all times. Demonstrate empathy towards people of different backgrounds and cultures at all times, even those not participating in a given conversation. The Internet is permanent; when in doubt, do not post.

## 4.0 Best Practices to Follow at Home and Work

A. Remember that not everyone on social media is who (s)he says (s)he is. Malicious actors may even pretend to be someone you know. If someone on social media appears to be a friend or asks for personal information, verify the account’s identity through another mechanism, such as email or text;

B. Do not post a detailed description of your job duties on LinkedIn or another social media site. Do not post Information about our company’s information technology, security, or finances;

C. Be aware that any personal information you share may be used for phishing or social engineering lures against you or a colleague;

D. Do not share your location when you are working at our company or client site;

E. Protect the security of your account with two-factor authentication and a long password;

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F. Threat actors may use social media sites for phishing; scrutinize all content on social media as you would email. Use link un-shortening services to avoid being unknowingly redirected to a malicious site;

G. Keep your computing devices’ operating system, browser, and security software up to date.

# 5.0 Applicability

A. This policy applies to both official company accounts and personal accounts of employees and contractors. The policy applies to all contributions to blogs, wikis, social networks, discussion forums, or any other kind of social media.

# 6.0 Other Applicable Policies

A. See our Wi-Fi Policy.

# 7.0 References:

<https://www.scribd.com/document/33461366/Cisco-Social-Media-Policy-Guidelines-and-FAQs>

<http://forums.bestbuy.com/t5/Welcome-News/Best-Buy-Social-Media-Policy/td-p/20492>

<https://www.forbes.com/sites/forbeshumanresourcescouncil/2017/05/25/why-your-business-needs-a-social-media-policy-and-eight-things-it-should-cover/#3e35ef7d5264>

<https://www.coca-colacompany.com/content/dam/journey/us/en/private/fileassets/pdf/2014/01/social-media-principles-english.pdf>

<https://blog.hootsuite.com/social-media-policy-for-employees/>

<https://web.archive.org/web/20170204223204/https:/www.cio.gov/wp-content/uploads/downloads/2013/07/Privacy-Best-Practices-for-Social-Media.pdf>

<https://staysafeonline.org/stay-safe-online/securing-key-accounts-devices/social-media/>

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