



Social Media Model Policy

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SOCIAL MEDIA POLICIES

*A good **social media policy** is a living document that provides guidelines for your organization's **social media** use. It covers your brand's official channels, as well as how employees use **social media**, both personally and professionally.*

Minimum Requirements

Include details on:

- Sharing proprietary or confidential company information
- Posting defamatory, derogatory, or inflammatory content.
- Posting information or pictures that imply illegal conduct.

**MINIMUM
BARE**



5 Components to Cover in a Policy

1. Speakers
2. Conflict
3. Personal Guidelines
4. Legal Risks
5. Security



Speakers

- Clarify who can speak from your department on social media / who will manage and post to your department accounts



Conflict

- Provide a plan for dealing with conflict or mistakes



Personal Guidelines

- Include personal account guidelines in your company social media policy. You may not be able to control everything, but showing why their behavior personally affects the department can help avoid issues.



Legal Risks

- Law and industry regulations must be considered and included. Make sure to cover disclaimers, regulatory obstacles, privacy procedures, etc.



Security

- Keep your employees and brand secure from criminals and scammers by including info on staying vigilant about online protection.



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