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.
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.
Direct Contact

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LET’S PROTECT IT TOGETHER.