Social Media Policy Cheat Sheet

Here are 8 things that should be taken into consideration when creating a social media policy:

1. Purpose

Why is your company using social media? Who is expected to use social media on behalf of the company? Are other employees expected or encouraged to help with the company's social media agenda?

2. Ownership

Who owns your company's social media account(s)? Do social media connections belong to the employee who has been interacting with them or do they belong to the company? What naming conventions should be used for social media accounts?

3. Authenticity

How do you want your employees to identify themselves? How do you want them to respond to comments, both positive and negative? Do you provide training and resources to help employees address comments, especially negative ones, about the company?

4. Judgment

Do your employees understand that they are responsible for what they say online regarding the company? Have you addressed the company's expectations for employees' personal use of social media outside of work?

5. Audience

Do you know our audience? Who is responsible for building your social media community? Do you train employees to build the kind of community that is best for the company?

6. Confidentiality

Do your employees understand what company information is considered to be confidential? Do they know what can and cannot be shared in a public forum? Do they know how to give proper attribution when sharing information, videos, photos and quotes? Do employees know how to administer social media privacy settings?

7. Productivity

Do you have guidelines for time spent on personal social media sites during work hours? Are your employees accountable for their own results?

8. Mobile Security

How do you address the subject of personal mobile devices in the workplace? Can/should employees use their mobile devices to access social media at work? Do you expect employees to use their mobile devices to interact on behalf of the company after work hours? Who maintains mobile devices used for company social media? What happens when devices are lost or stolen?

Resources:

1. Guide: Social Media, Labor Law and the NLRB - http://i-sight.com/social-media-labor-law-nlrb/

2. Webinar: 10 Things to Include in Every Social Media Policy - http://i-sight.com/webinar-10-things-to-include-in-every-social-media-policy/

3. Blog Post: BYOD in the Modern Workplace - http://i-sight.com/corporate-security/byod-in-the-modern-workplace/