



SOCIAL MEDIA





**Social Media Guidelines
are essential to any
business**



Australian
Competition &
Consumer
Commission

- Managing online reviews
- False or misleading info
- Responsible for all info on page
- Monitoring and managing communities



HR – Approach to Social Media

- Purpose of a policy
- Scope of the policy
- Personal use of Social Media
- Discussing business
- Talking on behalf of the company
- Social media tools
- Privacy and Security
- Breaches of policy





One page – Social Rules

- **Why** we have the rules
- Values of your business
- Underlining Purpose
- Do
- Don't
- FAQ