



Social Media Policy Outline

- Purpose of a policy;
 - Outline why this policy exists.
- Scope of the policy;
 - What it applies to and how it can help businesses and employees.
- Personal use of social media;
 - Not taking away personal freedom, expression etc.
 - We know you're on social if you talk about business - act like you're talking in the workplace.
- Discussing business;
 - Establish if that's okay.
 - Outline;
 - What you can say.
 - Who you can talk to.
- Talking on behalf of the company;
 - Make sure people understand what they are doing if they are talking on behalf of the business.
- Privacy and security;
 - Social media can be used to aid scams (global organisations have had this happen to them).
 - Social media is searchable.
 - Privacy is becoming less and less prevalent.
 - Organisations often look at social media accounts before hiring.
- Breaches of policy;
 - Be clear about the rules and processes involved with a breach in the policy.

If you have any social media questions, please send them through to hellosocialau@gmail.com.