

# Social Media POLICIES



– what to keep in mind

## Goals of a Social Media Policy:

1

Protect your business and brand

2

Empower employees to be brand ambassadors

## Common Thoughts About Social Media:

"I read that 60% of employees would like help from employers to share relevant content<sup>1</sup> on social media. This is something our company should be doing."

Beth, CEO

"Remember to incorporate the HR, IT and confidentiality guidelines into the social media policy."

John, HR

"Give me a list of do's and don'ts when it comes to social media and work."

Sally, Sales Rep.

"I'll need to have an attorney look over the policy."

"Use everyday language in the policy instead of all that legal jargon so I can actually read it ... and then train me on what it means!"

Tom, Supervisor

Josh, Intern

## Bring Your Ideas to the Table:

MANAGEMENT



HR



IT



Create your social media policy with a well-rounded team.

DIGITAL/  
SOCIAL MEDIA



LEGAL



MARKETING



## Office NEWS

### Social Media Policies:

Using social media in your personal life



Using social media as part of your job



### REMINDER

We want you to use social media



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#### Sources

<sup>1</sup> Pring, Cara. "100 More Social Media Statistics for 2012." The Social Skinny: Social Media Stuff without the Fluff. 13 Feb. 2012. Web. 21 May 2012. <http://thesocialskinny.com/100-more-social-media-statistics-for-2012/>.

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