



Succeed with Social Media

Brought to you by **Crendon Insurance Brokers Ltd**

Sample Social Media Policy

The following is a sample policy meant to be used as a reference for developing your own social media policy, tailored to the unique needs of your organisation.

Our company is committed to maintaining a good relationship with its employees and the marketplace. The way the public views is vital to maintaining business, gaining new business, retaining first-class employees, recruiting new employees and marketing our products and services.

While has no intention of controlling employees' actions outside of work, employees should practise caution and use discretion when posting content on the Internet, especially on social networking sites that could affect 's business operations or reputation. Employees have the right to use social media for personal expression on their own time and will not violate employee privacy by attempting to access content that has not been made available publicly. This policy serves as a notice on the practice of social networking for all employees to read and understand.

Purpose

The purpose of the Online Social Media Policy is:

- To guarantee a constructive relationship between the company and its employees.
- To reduce the possibility of risk to and its reputation.
- To discourage the use of company time for personal networking.
- To ensure employees are aware of their actions while engaging in social networking, as well as the number of individuals who can access information presented on social networking sites and the consequences associated with these actions

‘
This is a sample policy meant to be used as a reference for developing your own social media policy.
’

The content of this document is of general interest and is not intended to apply to specific circumstances. It does not purport to be a comprehensive analysis of all matters relevant to its subject matter. The content should not, therefore, be regarded as constituting legal advice and not be relied upon as such. In relation to any particular problem which they may have, readers are advised to seek specific advice. Further, laws may have changed since first publication and the reader is cautioned accordingly.

© 2012 Zywave, Inc. All rights reserved.



**Crendon
Insurance
Brokers**

Definitions

Social Networking / Social Media

“Social networking” and “social media” refer to any activity that involves interaction in online communities of people. This interaction includes, but is not limited to, browsing other users’ profiles, browsing other users’ photos, reading messages sent through social networking forums and engaging in online communities’ instant messaging services.

Social Networking Sites

Specific online communities of users, or any website that links individuals electronically and provides a forum where users can connect and share information. These websites can be tailored to specific interests or to certain types of users. Examples of popular social networking sites include Facebook®, Twitter®, MySpace®, Flickr®, Friendster®, LinkedIn®. The list of social networking sites is constantly growing and changing because of the nature of the Internet.

Social Networking Profile

A specific user’s personalised page within a certain social networking site, usually containing personal information such as name, birthday, photo and interests.

Micro-blogging

The practice of publishing your recent whereabouts, thoughts or activities on a social networking site for other users to see. While not all social networking sites use micro-blogging, this is a primary focus of sites such as Twitter and Facebook.

Business Purposes

Using a social networking site for the company’s gain, usually as a task or assignment given by a manager or supervisor. This can be done either through a specific company account on a given social networking site or through a personal account set up for the purposes of recruiting or marketing for .

Working Hours

Includes any time employees are being paid to conduct company business. This timeframe may vary based on job type and responsibilities.

Procedures

Prohibited Use

It is important that employees use their time at work to conduct company business. Employees are not blocked from access to social networking sites on computers because, under some circumstances, social networking is a powerful business tool that can be channelled to gain positive publicity for the company and to connect with clients. However, access to such websites does not mean they can be used at any time. The following actions are prohibited during working hours:

- Using social networking sites to conduct personal or non-company business.

Sample Social Media Policy

- Browsing social networking sites for non-company business on company time.
- Reading email alerts regarding personal social networking account activity or using email to correspond with personal social networking contacts.
- Updating information, uploading photos or otherwise engaging with one's personal social networking profile for non-business purposes.
- Micro-blogging for a non-business purpose on a social networking site throughout the day, whether it is on a company-provided computer or a personal PDA or smart phone device

Prohibited Conduct

Having your own individual social networking account and using it on your own time is certainly permissible. However, keep in mind that some actions on your personal site are visible for the entire social networking community and are no longer private matters. While will not be continuously monitoring employees' personal conduct on social networking sites, it might be a good guideline to assume that anything posted on your personal social networking profile could potentially be seen by anyone at the company. While this section of the policy is a sensitive one, put it in place to protect not only the company, but also you and your job. It is for your own security and defence that you follow these guidelines:

- Do not use micro-blogging features to talk about company business on your personal account, even on your own time. Do not post anything you would not want your manager or supervisor to see or that would put your job in jeopardy.
- Do not use the company name, address or other information in your personal profile. This is for your physical safety as well the safety of everyone else at the company and the protection of 's name.
- Do not post any pictures or comments involving the company or other employees that could be construed as inappropriate.
- You are responsible for what other users post on your individual social networking profile. Do not allow inappropriate or sensitive information regarding anywhere on your profile, even if it is generated by a different user.
- Remember to use caution if your personal profile is visible to other employees at the company, supervisors, managers or peers. You have control over yourself but not over these employees, and just one inappropriate picture or comment taken out of context could be seen by the wrong person and cost you your job.

Facebook® is a registered trademark of Facebook, Inc. Flickr® is a registered trademark of Yahoo! Inc. Friendster® is a service mark of Friendster, Inc. LinkedIn® is a registered trademark of LinkedIn Corporation. MySpace® is a registered trademark of News Corporation. Twitter® is a registered trademark of Twitter, Inc.