

TEMPLATE FOR *A POLICY ON SOCIAL MEDIA USE*

We are now in the digital age, and all – or most – of your employees are active on social media. Consequently, you are increasingly advised to include regulation of social media use in your corporate policies in order to protect your business and avoid misuse of this platform. At CFIB, we are working relentlessly to offer you personalized service and create specialized tools that actually meet your needs. With this in mind, we are providing you this template to help you create a policy on social media use that you can adapt and then integrate into other existing corporate policies. We hope that this template will become yet another indispensable human resources management tool in your arsenal.

**Recommendations on using and implementing this policy**

When a new corporate policy is put into place, it is important that it be adequately communicated to staff. Some employees may resist change or feel that the company is infringing on their freedom of expression by implementing such a policy.

Below are some tips to ensure that the whole process goes smoothly:

* Present the policy as an official document that must be taken seriously, but make clear to staff that its purpose is not to catch them out.
* Explain why this policy is essential.
* Make it readily accessible for employee consultation.
* Assign a resource person to answer questions and address employee concerns.
* Encourage your employees to participate in discussions, share company publications and highlight what works!

**A few pointers to help you personalize your social media policy:**

* Words highlighted in grey are to be replaced by your own corporate information.
* *We have also included some optional tips; these are to be deleted before printing this document.*

It is important to periodically update your policy on social media use because this is an area that is constantly changing. New platforms may emerge and usher in different ways of using social media. As a member of CFIB, you have free, special access to our business support services, including advice from human resources consultants who can assist you in modifying or supplementing this document.

**Need personalized advice? Contact us!**

**1 888 234-2232 |** **cfib@cfib.ca**

***This guide is provided for information purposes only. CFIB disclaims all responsibility for its final content and the use and interpretation that are in fact disclosed by the company or a third party.***

***Remove this introductory page when preparing your corporate policy on social media use.***

**INSERT YOUR LOGO HERE**

**POLICY ON**

 **SOCIAL MEDIA USE**

*Last updated August 15, 2017*

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# Context

Social media is increasingly on the rise and is now an integral part of our daily lives, both in the workplace and in our homes. Company name, referred to hereinafter as “the Company,” recognizes the positive potential that social media has in today’s competitive world to generate visibility, maintain good customer relations and foster participation in the exchange of ideas. However, inappropriate use of social media can damage the Company’s reputation and image. It is therefore important for our Company to have a policy governing the use of social media so that we can have a positive online presence and avoid missteps.

# GOAL

The purpose of this document is to provide you with the tools and awareness you need to use social media appropriately. This policy also allows you to protect the privacy of every individual as well as the Company’s private information. Finally, it contains information regarding the conditions of accessing and using social media, your responsibilities vis-à-vis social media and the sanctions related to misuse.

# COVERAGE

This policy applies to all Company employees, without exception. It applies to all Company publications, including but not limited to all publications and comments directly or indirectly involving the organization or any of its employees, regardless of platform (Facebook, Twitter, LinkedIn, Instagram, YouTube, blogs, etc.).

# DEfinitions

In this policy, the term “social media” means:

* Any form of Internet site or Internet application or any mobile device (telephone, tablet, etc.) that allows interaction and the sharing of content.

Social media includes but is not limited to:

* Networking social media (e.g., Facebook, Twitter, LinkedIn)
* Video/photograph-sharing sites (e.g., YouTube, Google+, Instagram, Snapchat)
* Blogs and discussion forums
* Online encyclopedias (e.g., Wikipedia)
* Any other Internet site that allows the use of online publication tools

# GENERAL GUIDELINES

Below are some guidelines concerning the conduct expected of employees when they publish, share and comment on social media content.

### THE COMPANY’s REPUTATION

* Protect the Company’s reputation. It is essential not to publish anything that might damage the image and reputation of the Company or any of its employees.
* Refrain from presenting yourself as a spokesperson for the Company. The only persons authorized to use the official corporate accounts and speak on behalf of the Company are its managers and those individuals who have been identified as spokespersons.
* Use the first-person singular pronoun “I” when making personal comments or expressing a personal opinion so that the Company cannot be held liable. Always be transparent and explicitly state that these are your own personal comments and not the Company’s.

### publication CONTENT

The following guidelines apply to publications appearing on the company’s Web pages and mentioning the Company by name or concerning the Company and its activities, whether directly or indirectly.

* It is strictly forbidden to publish any content that is racist, offensive, defamatory or insulting.
* Do not publish negative comments about competitors. We suggest that you highlight our Company’s strengths instead.
* When publishing or sharing content, make sure that it is accurate and give your sources.
* Be sure that you have the appropriate approvals and copyright permissions before publishing anything (e.g., music, videos, photos).
* Ask yourself the following questions before publishing on social media:
	+ How will these comments be perceived by the public and our customers?
	+ Does this information contradict the Company’s official position?
	+ Could the media and other interested parties use this information to damage the company’s brand or reputation?
* If you have any doubts, do not publish.

### Interactions WITH THE public

* Do not give out any business advice on social media unless you are authorized to do so. Instead, forward such requests to the person or department concerned.
* Refrain from engaging in online disputes with your audience. Do not use personal insults or obscene language.

### THE REACH OF SOCIAL MEDIA publications

* You need to be aware that what you publish online stays online virtually forever.
* You should know that it is practically impossible to completely remove social media publications even if you delete them from their original source, because there is no way of knowing where else this content may have been republished.
* Your social media publications can be easily traced back to you during the course of an online search even when they were published in a private forum.

### CONFIDENTIAL INFORMATION

* Do not share confidential information or information that is intended for internal use only.
* Below is a non-exhaustive list of information that is considered confidential:
	+ Financial performance
	+ Customer list
	+ Price list
	+ Company processes
	+ Company strategies
	+ Etc.

# CONDITIONS OF USE

Employees are permitted to consult and use social media during work hours solely for work-related purposes.

Employees are permitted to consult and use social media for personal reasons solely during work breaks.

*Depending on the type of work environment, you might also restrict the presence of electronic devices on the work premises by requiring, for example, that cell phones be left in the coat room.*

# DISCIPLINARY MEASURES

If the Company has reasonable grounds to believe that an employee is not complying with this policy, it reserves the right to monitor and spot check that employee’s use of social media.

In cases of improper use of social media, the Company can, if applicable, demand that the content be removed and that an apology be published. The disciplinary measures taken will be commensurate with the nature and seriousness of the situation. These measures may range from a warning to dismissal in the case of a serious or repeated offence.

*If a corporate policy or collective agreement provides for a disciplinary process, you might want to indicate instead that:*

*These disciplinary measures will be enforced in accordance with*

* *the “disciplinary measures” section of Policy ABC*
* *article 123 of the collective agreement*

# RESOURCE PERSONS

If you have any questions about the content of this policy and its implementation, please contact:

Resource person’s name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Telephone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# APPENDIX 1: LIST OF OFFICIAL CORPORATE SOCIAL MEDIA ACCOUNTS

The Company has official accounts for the following social media:

*Insert the name of each official account and a link to the account.*

|  |  |
| --- | --- |
| Facebook account name | link to Facebook account |

|  |  |
| --- | --- |
| Linkedin account name | link to Linkedin account |

|  |  |
| --- | --- |
| Instagram account name | link to Instagram account |

|  |  |
| --- | --- |
| Google+ account name | link to Google+ account |

|  |  |
| --- | --- |
| Pinterest account name | link to Pinterest account |

|  |  |
| --- | --- |
| Snapchat account name | link to Snapchat account |

|  |  |
| --- | --- |
| YouTube account name | link to YouTube account |

|  |  |
| --- | --- |
| Twitter account name | link to Twitter account |

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# APPENDIX 2: ACKNOWLEDGMENT OF HAVING READ AND UNDERSTOOD THIS POLICY

I, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, attest that I have read the *Policy on Social Media Use*.

I acknowledge having received all the relevant information that I needed in order to have a good understanding of the content or scope of this document.

EMPLOYEE’S SIGNATURE Date

IMMEDIATE SUPERVISOR’S SIGNATURE Date

**Please sign this letter and give it to your immediate supervisor.**

*This letter is to be kept in the employee’s personnel file.*