## Social Media Policy – template

**Instructions**

On company letterhead and customised as required. Given the nature of the subject this policy will need to suit your particular business and its needs.

The policy helps to set out the responsibilities of employees and contractors when using social media platforms both for work, and personally when the content of personal postings may relate to work.

This policy must be read in conjunction, and applied with, any other relevantly applicable company polciies. Examples include Code of Conduct and or Disciplinary Policy and relatd procedueres and processes as well as any applicable federal, state or territory legislsation.

Seek advice from TRMC should related issues arise in the workplace.

**Background**

[*insert company name*] (the “Company”) recognises and supports the use of social media in both professional and personal settings.

The Company’s social media channels are an integral part of our customer service and are monitored and dealt with regularly.

Although many users consider their personal comments on social media to be private, these communications are frequently available to others and often shared. As a result, any online communication that directly or indirectly refers to the Company, its employees or contractors, workplace issues, our services and products has the potential to damage the Company’s reputation or interests, as well as those of co-workers, and our clients.

The use of social media platforms have associated legal responsibilities. Inappropriate online communications can be in breach of various laws, both criminal and civil.

**Purpose of the Policy**

This policy has been developed to establish a culture of trust and integrity in all online activities related to the Company.

This policy has been developed for employees and contractors who use social media either as part of their job or in a personal capacity.

This policy provides guidance about using social media so employees and contractors feel enabled to participate on social media, while being mindful of their responsibilities and obligations.

It is important to understand your employment obligations when the online communication is about the Company, our products and services, co-workers or other work-related issues.

**Social Media Definition**

For the purposes of this policy ‘social media’ refers to all online social networks used to interact, publish, disseminate information through online interaction. Common examples include, but are not limited to:

* Facebook
* Instagram
* LinkedIn
* Twitter
* Pinterest
* TikTok
* YouTube
* WeChat
* Snapchat
* Skype, Zoom, Teams, Webex and other audio/video communication platforms
* Blogs
* Other online platforms that allow individual users to upload and share content

**Policy application**

This policy applies to all employees and contractors of the Company when using company related social media platforms in an official capacity.

This policy applies to all employees and contractors of the Company in relation to their personal use of social media platforms where reference is made to the Company, its employees, contractors, or other matters referred to within this or other relevant policies.

This policy is to be read in conjunction with [*insert other relevant company instruments as relevant such as Codes of Conduct, Electronic Communications Policy, Confidentiality Policy, Discrimination Policy, Anti Bullying Policy and other related workplace procedures*].

**Policy**

When participating on social media in a personal capacity you must:

* Ensure any communications are lawful.
* Not use the Company’s logo or branding without prior approval.
* Not hold yourself out to be representing the Company in any way.
* Not disclose any confidential, proprietary, or other Company information that is not in the public domain.
* Not communicate anything that may damage the Company’s commercial interests, reputation, brand, or the confidence of clients, stakeholders, shareholders, co-workers, or the community generally.
* Not communicate material that would directly or indirectly defame, harass, bully, discriminate, or victimise a co-worker, contractor or client of the Company.

Employees and contractors of the Company must ensure personal use of social media does not interfere with your work commitments and productivity.

*OR…the following alternative clause…*

The personal use of social media services by employees during normal work time is not permitted, unless prior permission has been granted by the employee’s manager or is expressly permitted by the employee’s contract of employment. Unauthorised use of social media sites during normal working time will result in disciplinary action.

Employees and contractors should not represent or communicate on behalf of the Company in the public domain without prior approval from [*insert appropriate person*].

If you represent the Company on social media platforms in a professional capacity you must ensure all communications are lawful and comply with the Company’s policies and procedures.

**Breach of this Policy**

Breaching this policy may lead to disciplinary action, which may include termination of employment, and or possible legal action, depending on the severity of the breach.

If you breach the law, you may also be held personally liable. The Company will refer any such potential breaches to the relevant authority for their investigation and determination.

**Questions?**

If you have any questions regarding this policy, please contact your manager in the first instance.

**Policy Review**

This policy must be reviewed and where appropriate amended by *[insert name/title/committee name]* every 2 years or sooner.

This policy commences on [*insert date*].

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*Position: [Signed by appropriate officer]*

*Date:*

[Next review date: *insert next review date*]