

Developing a Social Media Policy






Today, we're covering:

- Why have a social media policy (or not)
- What should be in a policy
- Some social media guidelines for participants




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Any company, big or small, needs a social media policy to protect their reputations. Even if their company has no social media presence, their employees may be creating one by virtue of their actions online.”




Aliah Wright, author of *A Necessary Evil: Managing Employee Activity on Facebook, Twitter, LinkedIn...and the Hundreds of Other Social Media Sites*

Got these?

- ✓ Discrimination policy
- ✓ Leave policy
- ✓ Vacation policy
- ✓ **Social media policy**

Why?



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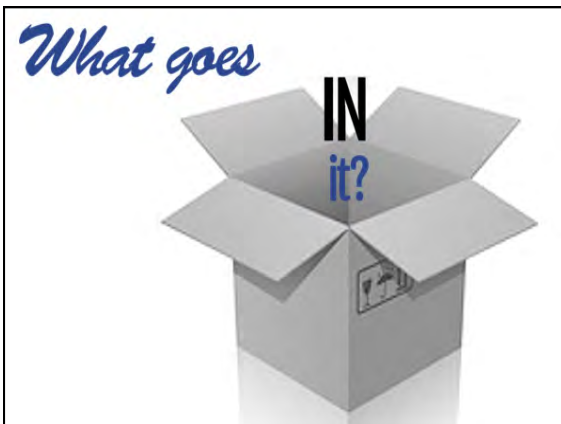
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The other side of the coin

- Your people can be trusted
- Social media is just one more way to communicate
- More rules only make your company more bureaucratic
- Formal policies only discourage people from participating
- You probably already have policies that govern inappropriate behavior


<http://michaelhyatt.com/five-reasons-why-your-company-doesn%E2%80%99t-need-a-social-media-policy.html>





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The Big 3

1. Be specific
2. Write in a friendly tone
3. Consult a lawyer

What's the
PURPOSE?



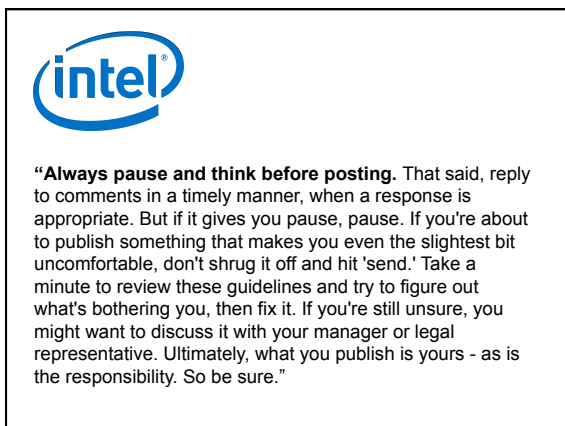
**Be
HONEST
about who
you are**

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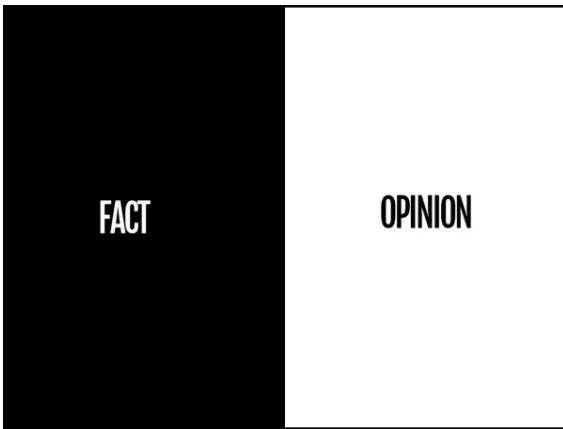




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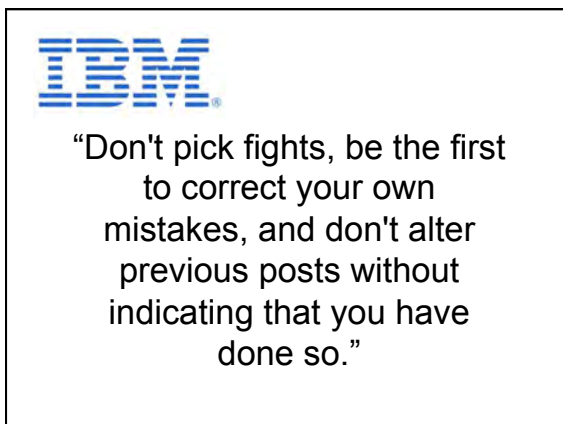


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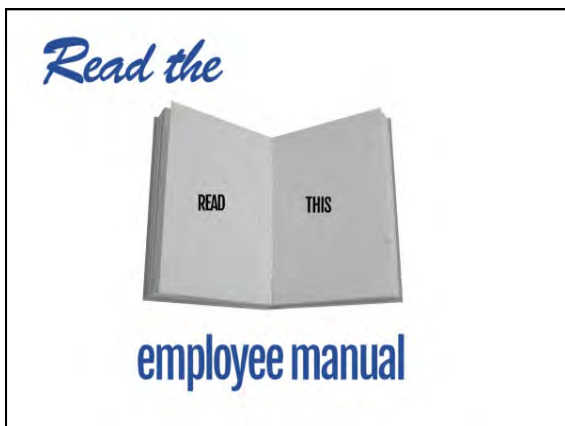


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Social media policy, Columbus Metropolitan Library, Ohio



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Archives.gov

- NARA will delete comments that contain abusive, vulgar, offensive, threatening or harassing language, personal attacks of any kind, or offensive terms that target specific individuals or groups.
- NARA will delete comments that are clearly off-topic, that promote services or products, or that promote or oppose any political party, person campaigning for elected office, or any ballot proposition.
- NARA does not discriminate against any views, but reserves the right to remove posted comments that do not adhere to these standards.

<http://www.archives.gov/social-media/policies/facebook-comment-policy.html>

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Community Hospital of Monterey Peninsula

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<http://www.chomp.org/terms-conditions/social-media-website-participation-policy-jv/>



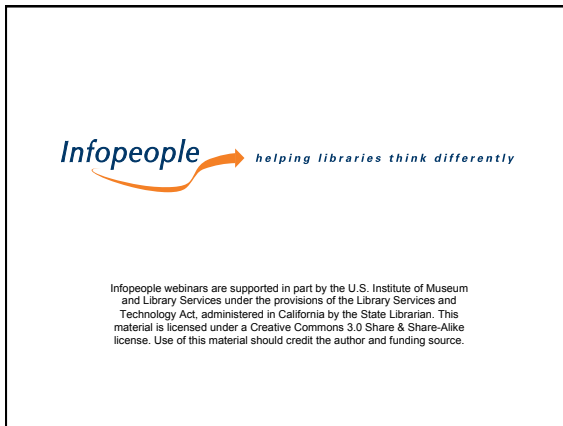
Resources

- 3 Great Social Media Policies to Steal From:
<http://mashable.com/2009/10/02/social-media-policy-examples/>
- Social Media Governance—Policy database [approx. 250 policies]:
<http://socialmediagovernance.com/policies.php>

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