



## Creating a Social Media Policy

Learn the points to include when creating a social media policy to implement for your company.



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1

**CEO Tony Hsieh just wants staff to “Be real and use [their] best judgment”.**



2

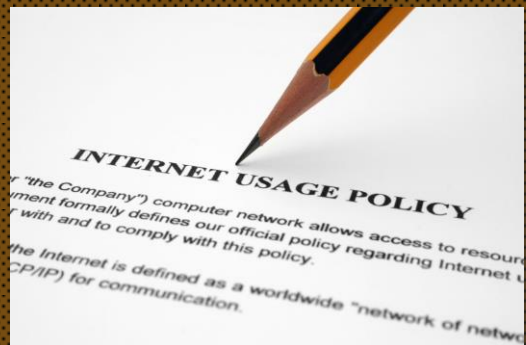


<http://forums.bestbuy.com/t5/Welcome-News/Best-Buy-Social-Media-Policy/td-p/20492>



## Why have a policy?

- Guide to employees
- Sets boundaries
- Provides baseline



<http://mashable.com/2009/04/27/social-media-policy/#2cgmD25QIPg4>



## Social media represents:

- Company Culture
- Company Brand
- Industry
- Company Objectives



## How to develop your policy

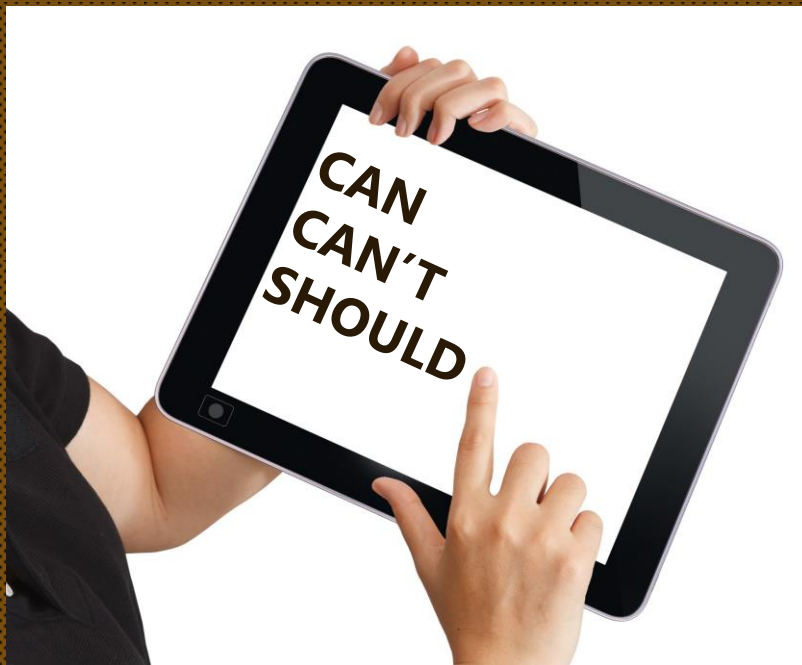
### Who will create it?

- HR
- Operations
- Committee
- Attorney



## Communications

- Social media AND other online channels
- Do online channels help you reach company goals?
- Who can/should have access?
- Perform a SWOT for using social media:
  - Strengths, Weakness, Opportunities, and Threats



## Points to consider:

1. Who can use social media in your company?
  - a) Everyone
  - b) Only specific individuals
2. When?
  - a) On Company time
  - b) On Personal time




## Points to consider (Cont'd):

3. Who gives approval?
  - a) Departments
  - b) IT, HR, CIO
4. How will the employee represent themselves?
  - a) On Company time
  - b) On Personal time
5. What ethical standards should be followed?
6. How will you manage consistency?
7. Will you use disclaimers?



## What are the Suggestions?

- Resist the urge to lash out in public. Take it off-line.
- Respect proprietary information.
- Know internal policies before posting.
- Be timely, but pause and re-read before replying.
- Use common sense.
- Play nice



Policy



**Reason.  
Represent yourself.  
Responsibility.  
Respect.  
Restraint.**

It is legal to vent about your employer (on a personal account, however) if you're speaking on behalf of a group of employees and if your intention is to improve the conditions of your job.

<http://www.forbes.com/sites/jeannemeister/2013/02/07/10-do-update-companys-social-media-policy-asap/>



## Want to review before you write?

- <http://socialmediagovernance.com/policies/>
  - Approximately 240 policies from a variety of industries
- <http://socialmedia.policytool.net/welcome/wizard>
  - 12 steps to help you write a basic social media policy



# Resources

<http://www.hawthornemediagroup.com/wp-content/uploads/2011/05/FordSocialMedia.pdf>

<http://www.fastcompany.com/1668368/corporate-social-media-policies-good-mediocre-and-ugly>

<http://blog.hirerabbit.com/5-terrific-examples-of-company-social-media-policies/>

<http://www.inc.com/guides/2010/05/writing-a-social-media-policy.html>

<http://mashable.com/2009/06/02/social-media-policy-musts/#fuOZpfa.kaqT>



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