

Always Have a clear Social Media Policy



9 things you should include in
your Social Media policy





1 Localize your policy by taking into account your local market regulations

2 Your policy is applicable to all your social media channels for all your employees and for both personal and professional use.

3 Your policy must stipulate to not disclose any confidential information when posting.

4 Your policy must be clear about not including the company logo unless given permission.

5 Your company's employees must be trained to your policy .
They must always refer to your moderation guidelines while engaging in social media.





6

Your policy must always respect copyright, privacy, fair use, financial disclosure and other applicable laws.

7

Make sure that your policy includes an authorized spokespersons for the company who can speak on the company behalf.

8

Your policy must be clear about the subjects that the company wants to avoid.

9

Your policy gives you the right to request that inappropriate comments are removed.

