

Insert company Logo



| Policy Name: | **Social Media Policy** | |
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| Policy Number: |  | |
| Version: | | Effective Date: |

|  | **Name** | **Designation** | **Signature** | **Date** |
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| Prepared By: |  |  |  |  |
| Reviewed By: |  |  |  |  |
| Approved By: |  |  |  |  |

| **Date** | **Version** | **Summary of Change** |
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# **DEFINITION**

1. **Social Media** refers to various online media such as blogs, chatrooms, social networks and forums.
2. **Company/ Organization** means all the businesses which are under the umbrella of ***“Company Name”*** group.
3. **Member/ Employee** means a person employed with ***“Company Name”*** at all levels for wages or salary.
4. **Management** means the group of individuals that operate at the higher level at ***“Company Name”*** and have day-to-day responsibility for managing all individuals and maintaining responsibility for all the key business functions.

# **PURPOSE**

* To guide the members on how to conduct via web.
* To protect ***“Company Name” s*** online reputation and encourage employees to get involved in sharing about the Organization in their online network.

# **APPLICABILITY**

* This Policy applies to all the Members of the ***“Company Name”*** across all the locations and branches. Employee shall mean all individuals on full-time or part-time employment with the Company, with permanent, probationary, trainee, retainer, temporary or contractual appointment.
* The policy also applies to all contractors and anyone else who has permanent or temporary access to our software and hardware.

# **RESPOSIBILITY & ACCOUNTABILITY**

All stakeholders (internal and external) namely Employees, suppliers, investors, creditors, customers.

# **POLICY**

## **Members posting on Social Media**

Every member associated with ***“Company Name”*** has an opportunity to express themselves online on social media platform.

When it comes to posting on social media, members may not associate themselves with the company. If they are allowed to associate themselves with the Company, the members must clearly brand their online posts as personal and purely their own. The Company will not be held responsible for any repercussions the posts might generate.

Following are the points to be borne in mind by the member-

* All members when expressing an opinion should identify themselves clearly, issue a disclaimer clause stating any/all opinions stated there are their own and do not in any way represent that of the company.
* Corporate logos and/or trademarks must not be used by any individual in any such communication unless with specific approval.
* Avoid making or responding to any derogatory, defamatory or offensive statements.
* When a member neglects his/ her duties and spend time online, there will be a decrease in productivity which reflects on the performance. This is not acceptable behavior and ***“Company Name”*** will penalize the member.
* Divulging sensitive Company information is strictly prohibited and will be penalized.

## **Company Representatives handling social media accounts**

Certain employees are designated to handle the social media accounts of the company and will be communicating on behalf of ***“Company Name”*** as its representatives. The policy holds good for these employees with additional points to be borne in mind such as-

* Be respectful, polite and patient while engaging in communication on behalf of the ***“Company Name”***
* Avoid speaking outside your area of expertise.
* Follow the confidentiality policy at all times.
* Avoid deleting or ignoring certain remarks. Criticism must be responded to in a polite and apt way
* Never post abusive, offensive or discriminatory content.
* Correct or remove any false or misleading information as soon as possible.
* Divulging sensitive Company information is strictly prohibited and will be penalized.

It must be duly noted that any and all such social media posting will be monitored closely. ***“Company Name”*** may have to take disciplinary action against individual(s) leading to termination too for those who do not follow policy guidelines.

# **RESTRICTIVE CLAUSE**

* Any exceptions to the above would be at the sole discretion of the Management.
* Management reserves the right to change and or modify the policy without stating any reason.
* The organization reserves its right to withdraw this policy without assigning any reason by using its sole discretion which will be binding on all members. The Employees hereby unconditionally agree to all such changes / amendments / additions / deletions / modifications
* The Company's reputation and credibility are based upon its total commitment to ethical business practices and also on ethical conduct of its Employees. To safeguard the Company's reputation, Employees must conduct themselves in accordance with the highest ethical standards and also be perceived to be acting ethically at all times. Compliance with all policies of the Company, relevant applicable laws and regulations is the minimum standard which should be adhered to by all the Employees all the times.



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