

## Social Media Policy

**Purpose:**

This policy provides guidance about the use of social media while employed by [insert Company name].

**Scope:**

This policy applies to all employees.

**Policy**

Social media means websites and applications where users create or share content or participate in social networking including, but not limited to, Facebook, YouTube, Twitter, LinkedIn, Pinterest, Tumblr, Instagram and blogs.

All employees are expected to be respectful of the interests, reputation and privacy of the Company, our employees, suppliers, customers, business partners or any other party associated with our business when making comments or publishing materials on the internet, including any comments posted on any social media websites or applications.

Use of social networking websites whilst at work is permitted providing that the use during work hours is moderate and does not impair the proper performance of an employee's duties.

Social networking websites must not be used (whether during work hours or outside work hours) to make any comment about an employee's work, the company's business, products or services, or work colleagues or clients, without our express permission.

With the exception of LinkedIn, employees must not use social networking sites to make social connections with any clients unless there is an existing personal relationship with that client which was formed prior to an employee starting with us.

Employees are reminded that posts on social networking website (either at work or otherwise)

- are permanent and may have an adverse effect on them and the Company
- are not to include any derogatory comments about the Company, colleagues or clients
- are not to disclose personal information about colleagues without their written consent or post confidential information belonging to the Company
- are not to make disparaging online comments about third parties during work hours

If an employee makes comments or publishes material on the internet, including any comments posted on social media websites or applications, which we believe is in breach of this policy, we may, in addition to other options available, request the individual to remove the comments or materials from the internet or social media and specify a timeframe in which this is to occur. Failure to comply with this request may result in disciplinary action.

Disciplinary action will be taken for inappropriate use of social networking sites.

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