**Social Media Communications Policy**

**Introduction**

[Company Name] understands the importance of social media in today's world. Social media takes many forms including personal and professional networking sites, blogs, discussion groups and chat rooms. Social Media can be an extremely effective way of marketing our company and expanding our interactions with employees, vendors and customers. While embracing new technologies, we also want to make sure that the Company and our employees engage in social networking in a responsible manner.

This policy provides guidance on how to engage in social networking in a way to protect yourself and the interests of the Company, its employees, vendors and customers. These guidelines supplement current Company policies.

**Guidelines**

**Social networking sites should not be considered private.**

Generally, information posted on social networking sites is public and you should expect that even with your use of certain privacy settings what you post on social networking sites will be seen by others and should not be considered private. Social media sites should not be used during work times unless for business-related activities.

**Be professional.**

As with all other communications, employees shall conduct themselves in a professional manner when using social media forums. Harassment, bullying, discrimination, or retaliation that would not be permissible in the workplace is not permissible between co-workers online, even if it is done after hours, from home, and on home computers. Respectful communication is still a requirement for the wellbeing of all parties, including customers, suppliers or other people who work on behalf of [Company Name].

Please keep in mind that you are more likely to resolve issues by speaking directly with the involved party or by utilizing the Company’s Open Communication Policy.

**Think before you post.**

Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects your job performance, the performance of fellow employees, or otherwise adversely affects owners, customers, suppliers, people who work on behalf of [Company Name] or our legitimate business interests may result in disciplinary action up to and including termination.

**Protect confidential business information.**

Disclosure of trade secrets and other proprietary and copyrighted information is prohibited. Remember to follow the rules of copyrighted materials owned by others, and reference the sources you use.

**Media Contacts.**

Only authorized employees may communicate information on behalf of the Company. Without permission you are not authorized to make statements, comments or press releases on behalf of the Company. While using personal social networking sites, you should make clear that you are speaking for yourself and not on behalf of the Company. In some instances, it may be appropriate to add in this language: *"The views expressed here are my own and do not reflect the views and opinions of [Company Name]."*

Nothing in this policy should be construed to prohibit any form of Section 7 activity under the National Labor Relations Act and nothing herein is intended to prevent, deter, or interfere with employees in the exercise of any employee rights under the National Labor Relations Act. Additionally, this policy will not be interpreted or applied in a way that would interfere with any whistleblower protections under federal or state law.