POLICY STATEMENT
Social Media

Outline of Social Media Policy developed for Central Coast Surf Life Saving

Notes

- The policy should be more about what employees can do and best practices for social media use versus all the things employees can't or shouldn't do on social media.
- State the policy applies to multi-media, social networking websites, blogs and wikis for both professional and personal use
- Internet postings should not disclose any information that is confidential or proprietary to the organisation or to any third party that has disclosed information to the company
- If an employee comments of any aspect of the organisation's business they must clearly identify themselves as an employee and include a disclaimer
- The disclaimer should be something like "the views expressed are mine alone and do not necessarily reflect the views of the organisation
- Internet postings should not include company's logo or trademarks unless permission is asked for and granted
- Internet postings must respect copyright, privacy, fair use, financial disclosure, and other applicable laws
- Members should neither claim nor imply they are speaking on the company's behalf
- Corporate blogs, Facebook pages, Twitter accounts etc., could require approval when the employee is posting about the company and the industry
- The company reserves the right to request that certain subjects are avoided, withdraw certain posts, and remove inappropriate comments

Social media policy outline

1) Goals of social media presence i.e. broad brand awareness that may utilise multiple contributors and have a tightly focused message that is controlled by one central department or individual. Listening to and engaging customers who are commenting on the organisation or who may be voicing customer service complaints or issues, identifying a topic brand that you want to dominate via social media
2) What is the organisation's culture or DNA, which impact strategy and messaging? If you are a young aggressive start up then you may want to be much more aggressive in terms of building a social media presence
3) What platforms does the organisation want to support (Twitter, Facebook, YouTube, Flikr, LinkedIn, blogs) – each platform has different content needs
4) What is the content strategy of the organisation and who is the keeper of source content? Everything in social media flows from the content initially – whoever controls this determines to a certain extent what is said and how your social media brand in conveyed
5) Defining your policy and procedures for new members, contractors, channel accounts, agencies etc. – can be a one page document that outlines the responsibilities, how to submit permission requests, what to say/ not to say etc.
6) Be aware, the more limitations you put on members responding to and engaging with the social media community the more you may limit you brand awareness and ROI – a lighter touch in most cases is optimum
7) Less is more – you should be able to distil your policy down to 8-10 bullet points

Best practices for engagement

- Acknowledge your association to other parties
- No personal attacks
- Stay away from flame wars