

Social Media Guide

* When posting about your company and/or your relevant industry, always include the words “my company” or “Employer’s” or a company-specific hashtag
* Identify when you are posting about a client by describing the relationship within the post or using #ad
* If acting on behalf of your company or a client and posting on your personal social media page, include a clear statement indicating your relationship
* Be respectful to your colleagues and do not directly ask them to support a client on their personal social media pages
* Do not review products and services that your clients directly sell or manufacture
* Always be transparent about who you are
* All company and client information that is published should always be accurate and non-confidential
* [insert company name] does not tolerate discrimination, harassment, threats of violence or inappropriate unlawful conduct on social media
* You are ultimately responsible for any and all content you publish online, whether public or private