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## Social media policy template

With this template, you can create a social media policy for your company quickly and easily:

*[Date and Version]*

### Introduction

*[Discuss why the company implemented the new social media policy and the goals it hopes to achieve.]*

### Company values

*[State the business's mission and values.]*

### Social media policy

*[Include the content in the previous section in a list of guidelines for employees' social media use.]*

### More information

*[Include several resources, along with a place to submit complaints and ask questions about the company's policies.]*

## Social media policy example

Here's an example of a social media policy to help you when you write one for your organization:

September 10, 2020

Version 4.3

### Introduction

Panacea Neighborhood Pharmacy uses marketing and promotion to interact with customers through a variety of social media channels. This social media policy covers proper use by our employees.

### Company values



[Company Logo Delete or Replace]

Panacea Neighborhood Pharmacy is dedicated to helping people feel better by providing the community with essential medications and medical supplies.

### **Social media policy**

Employees of Panacea Neighborhood Pharmacy must keep these guidelines in mind:

- **Transparency:** Be honest on social media, but don't post any claims about the company or its products until you receive authorization from our marketing department.
- **Safety:** Keep passwords safe, and don't visit social media sites while using company hardware or the company's network.
- **Own your views:** When you post your own opinions, add a statement clarifying your thoughts are your own and don't reflect the views of your employer.
- **Confidentiality:** Never disclose medical histories or other personal information about Panacea Neighborhood Pharmacy's customers. They rely on us to keep their data confidential.
- **Policy enforcement:** Any violation of social media policy will be met with disciplinary action, including termination in severe cases.

### **More Information**

Please report improper social media use anonymously via phone or email at (888) 888-1111 or [violations@panacea.com](mailto:violations@panacea.com). For more information, contact Shelly Smith in the HR department at (716) 222-2222 or [HRpolicies@panacea.com](mailto:HRpolicies@panacea.com).

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