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## Social media policy template

You can use the following template to develop an effective social media policy for your employees:

### Social Media Guidelines for [company name]

[Version]

[Date of latest update]

#### Introduction

[Describe the company's purpose and goals for implementing a social media policy, defining the platforms that need to adhere to these guidelines as needed]

#### Consequences of policy violations

[Describe the disciplinary actions or processes implemented by your organization in response to potential policy violations]

#### Our social media policies

[Company name] expects its employees to adhere to the following guidelines when posting to social media platforms:

[Provide a bulleted list of rules the employees need to comply with, related to the usage of social media platforms, adherence to applicable laws and regulations, appropriate languages and behaviours, etc.]

#### Review procedures

[Describe the organization's processes related to reviewing and updating its social media policy]

**For more information:** If you have additional questions or concerns about these guidelines, please contact [name], [job title], at [phone number] or [email address].

## Social media policy example

This sample social media policy uses the above template. You can use this example as guidance when crafting your company's social media policies:

### Social Media Guidelines for MountView Financial

Version 1.2

Updated: May 4, 2021

#### Introduction

MountView Financial expects its employees to conduct themselves professionally on social media platforms. As representatives of this organization, employees are responsible for following best social media practices and etiquette to uphold our reputation and protect our clients. This policy provides specific guidelines and procedures to ensure all employees maintain appropriate behaviours on their personal and professional accounts during working and non-working hours.

#### Consequences of policy violations

MountView Financial doesn't seek to interfere with employees' rights with these guidelines. Employees are free to engage in conversations on public platforms that don't violate company policies, including our general Code of Conduct, or interfere with their professional responsibilities. Failure to comply with company policies can result in disciplinary action up to and including termination, depending on the number of prior warnings you've received or the severity of your actions.

If you witness a potential violation of company policies, you can contact the Social Team at 514-555-4321 or [social@mountviewfinancial.com](mailto:social@mountviewfinancial.com).

#### Our social media policies

MountView Financial expects employees to adhere to the following guidelines when posting to social media platforms:

- **Follow existing conduct policies:** these guidelines supplement MountView Financial's existing Code of Conduct and Ethics. The rules defined in that document also apply to employees' social media practices, when applicable.
- **Be responsible:** don't post content or comments that promote bullying, harassment, or discriminatory practices. Avoid using language that is threatening, violent, or insensitive to individuals based on their race, ethnicity, gender, abilities, religion, and other protected statuses.



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- **Add a disclaimer:** if you don't have the authorization to post content on behalf of MountView Financial, add a disclaimer to your profile that clearly states you're posting personal opinions that don't reflect the views of MountView Financial.
- **Adhere to copyright and intellectual property laws:** when posting content, respect laws that apply to the brand, trademarks and intellectual property of MountView Financial and third parties. Don't use MountView Financial company trademarks in your profile images, account names, or content unless you receive permission to do so.
- **Respect confidential information and personal data:** don't post content that discloses private or internal information about MountView's services or business practices. Similarly, maintain the confidentiality of our customers and their personal data and information.

## Review procedures

Due to the changing nature of social media platforms and technologies, MountView Financial performs an annual review of these guidelines to ensure their relevance and adherence to applicable laws and regulations. The company can alter, add, or remove rules at any time, and we'll notify employees of changes. Please consult this document regularly to ensure you maintain an up-to-date understanding of our policies.

**For more information:** If you have questions or concerns about these guidelines, contact Heather Mayer, head of human resources, at 123-555-8910 or [hmayer@mountviewfinancial.com](mailto:hmayer@mountviewfinancial.com).

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