**Social media workplace guidelines template**

Business name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Use this template to develop social media guidelines for your business.

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| **Roles and responsibilities** | Outline what roles and responsibilities your staff will have in managing your business’s social media accounts.  Sample:  Staff name/role: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   * Draft and schedule social media posts. * Monitor and respond to posts.   Staff name/role: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   * Approve scheduled posts and responses to contentious issues. * Respond to direct messages from general public and refer them to direct lines of contact specific to the message. * Update profile when needed e.g. contact details, bio information, profile imagery |
| **Social media account house rules** | Publish ‘house rules’ on your social media accounts for how you expect users to behave and interact with you. This allows you to regulate any users who do not follow your terms.  Sample:   * We’re keen to hear your thoughts and discussion about our business. However, we may be required under law to hide posts, delete third party content/comments and ban certain users from being a part of our community when deemed inappropriate or illegal. This a regulatory requirement as dictated by the Advertising Standards Bureau of Australia. * In doing so, we reserve the right to remove any inappropriate material, including posts that are:   + offensive, discriminatory, or use foul language   + abusive, a personal attack, or reveal personal information about customers, clients or staff   + misleading or deceptive   + off topic comments or spam   + in violation of any law, regulation, or third party’s rights   + encouraging illegal or inappropriate activity. |
| **Appropriate online content and conduct guidelines** | Outline how you expect your staff to conduct themselves when managing your social media accounts.  Sample:  We expect all staff to:   * be professional, respectful and polite * respect the opinions of others * never get into arguments with customers or clients * avoid making promises or speaking on matters outside your field of expertise or authority * never post anything involving any form of discrimination, bullying or harassment * never share sensitive or confidential business or customer information online * follow laws on copyright, trademarks, plagiarism and fair use. |
| **Handling customer feedback and contentious posts** | Plan a process for how you will respond to customer feedback. This allows staff to respond efficiently and confidently.  Sample:  When responding to customer feedback, complaints or contentious posts, you must:   * stay calm * decide if it’s worth responding – know when to walk away from escalating social media responses and avoid responding to clearly irrational opinions or frequent complainers * remove offensive posts * correct or remove any misleading or false content as soon as possible * respond to legitimate concerns, genuine negative reviews and concerns raised by high-profile customers * listen and respond to customer feedback professionally and politely * offer to direct message or call the person about their concerns offline to resolve the issue * if appropriate, respond publicly about how you resolved the matter * notify your manager about escalating or high-profile issues sooner rather than later. |
| **Monitoring social media** | If your social media accounts have a high number of posts that need continual monitoring or may be contentious, consider using a content management system to monitor posts and alert staff about potential online issues. You may need to develop guidelines on appropriate use of the content management system. |
| **Use personal social media at work** | Outline how you expect your staff to manage their personal use of social media at work.  Sample:  We ask staff to act responsibly while at work by restricting your use of personal social media to a few minutes per day so your productivity is not affected. |
| **Use of personal social media when off duty** | Outline how you expect your staff to act on their personal social media accounts if they are referencing your business, or interacting with its social media accounts.  Sample:  Staff have a responsibility of privacy and confidentiality towards our business at all times and should not post confidential or sensitive information on personal social media accounts. |
| **Disciplinary consequences** | Outline what will happen if your staff don’t follow your guidelines.  Sample:  If you violate these policies and guidelines you may be reprimanded. If you do not comply after that, stricter disciplinary actions will apply. |