**You may use this sample as a guide for headings and formatting.
Do not copy the information, as this would lead to plagiarism issues.**

Date: April 22, 2016

To: Dr. A. Anne Bowers, Jr., Chief Executive Officer

Subject: Social Media Policy

From: Mike Levine, Public Relations Officer

Dr. Bowers:

The social media policy that you entrusted me to complete has been completed. I find it imperative that we implement the policy immediately in order to reduce potential risk and liability to Acme Corporation and its shareholders.

Here is the outline for what the policy entails:

* Appropriate use of social media
* Introduction to policy and relevance of social media in work environment
* Why the policy exists
* Effective communication techniques for communicating electronically
* Legal

Mike Levine

Mike Levine

Acme Corporation

Public Relations Officer



Date: April 22, 2016

To: All Employees

From: Mike Levine, Public Relations Officer (PRO)

Subject: Social Media Policy

**Acme Corporation Social Media Media Policy**

**Introduction**

The newest and fastest way to communicate with our consumers is through social media. Acme Corporation understands that our employees want to be active in the social media community, and concede the importance this evolving technology has in reaching our clients.

***Acme social media profiles will be managed by our public relations department***. When using social media sites, we understand the need to want to possibly mention your employment with Acme. The following guidelines provide appropriate tools to assist you when communicating on such sites. In order to be consistent, we ask all employees to adhere to these concepts. Failure to do so, can lead to disciplinary action up to and including termination.

**Why this policy exists**

Whether or not you participate in social media, it is the policy Acme Corporation that all employees who engage in online commentary understand and follow the policy and guidelines below. This will ensure that all employees conduct themselves consistently within the social community. These standards cover all social media platforms including but not limited to:

* Social Networking Sites (Facebook, Google+, Linkedin)
* Micro-blogging sites (Twitter, Tumblr)
* Blogs
* Video and Photo Sharing Websites (Flickr, YouTube)
* Forums and Discussion Boards (Google Groups, Yahoo! Groups)
* XML & RSS Feeds
* Online Information Repositories/Encyclopedias (Wikipedia, MAX)

**Basic Principles**

* Our most important commodity is our integrity: Prevent writing or posting anything that would humiliate Acme or compromise your ability to do your job.
* ***Don’t assume*** that your posts are secure and confidential.
* Accept that your professional life and your personal life will merge online regardless of your care in separating them.
* Even if you use privacy tools (determining who can view your page or profile, for instance), act as if everything you write, exchange or receive on a social media site is public.
* Acme strongly advises that you write in the first person and don't use your company email address for private communications.
* Consider that even anonymous postings on social media sites can be traced back to the company.
* Avoid clicking or opening links in posts and emails that look suspicious, or are from unfamiliar sources.

**Legal**

* When you discuss Acme Corporation, you should ***identify yourself*** with your name and, when relevant, your position within our organization. When posting on social media sites, use a disclaimer like "The postings on this site are my own and do not necessarily reflect the position, strategy or opinions of the Acme Corporation".
* Ensure your respect copyright © material. Unauthorized use of material not belonging to you can have severe legal consequences.
* When you make a reference, link back to the source.
* Under no circumstances shall you make non-public financial or operational information. This includes, but not limited to strategies, forecasts and anything dollar related.
* Do not publish, post, or release information that is considered confidential or top secret.

Employee Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

*By signing this form, you acknowledge that you have read the policy above and agree to abide by these guidelines as an employee of the Acme Corporation.*

**References**

Acme Image courtesy of Rob Loukotka, Chicago, IL: https://dribbble.com/FringeFocus

Best Buy Social Media Policy http://forums.bestbuy.com/t5/Welcome-News/Best-Buy-Social-Media-Policy/td-p/20492

Boudreaux, C. (2015). Social media governance. Retrieved from http://socialmediagovernance.com/policies/

Hedges, G., & Barrow, G. (2012). *Social Media Enablement for Financial Advisors* [PDF]. Retrieved from http://www.protiviti.com/en-US/Documents/Insights/Social-Media-Enablement-Presentation-Financial-Advisors.pdf