

# Social Media Policy



This policy primarily addresses the use of social media on behalf of \_\_\_\_\_.

## Social Media Manager

Currently, \_\_\_\_\_ provides the singular voice to monitor, update, and post on \_\_\_\_\_'s social media accounts.

## Accounts

\_\_\_\_\_  
\_\_\_\_\_

## Tone

The tone for all social media posts is professional and educational, using plain vocabulary and terminology that can be understood by the general public.

## Content

\_\_\_\_\_ uses social media to communicate information and facilitate discussions through sharing of its own content. Posts from \_\_\_\_\_ may also include content from trusted outside resources, including: local media outlets, government agencies, nonprofit associations, nonprofit publications, etc.

Posting Frequency Goals:

- Twitter – one to five tweets per work day
- Facebook – two to five posts per week
- LinkedIn – one to five posts per month
- Other: \_\_\_\_\_

## Inappropriate Content

While constructive criticism and open dialogue are welcomed and encouraged, inappropriate comments, including discriminatory, threatening, harassing, or hateful content, are not tolerated and will be removed. Where possible, the social media manager will contact the user whose post has been removed, providing them with an explanation of why it has been removed. Comments/tweets that offer constructive criticism without name calling, bullying, or hateful wording are permissible.

*This acknowledges that I have received and reviewed the Social Media Policy of \_\_\_\_\_.  
By signing this form, I agree to abide by the policy and guidelines, and I agree to review periodically any changes or modifications.*

**Print Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

*To be included in employee's personnel file.*