

# Sample Employee Handbook Policy

## Conduct – Personal Social Media

### **Purpose**

[Company Name] has established guidelines to help team members understand their responsibilities with respect to personal social media use as it relates to the company and our customers, partners, and team members. These guidelines serve to safeguard [Name]'s business interests and reputation while protecting team members from any liability resulting from violations of [Name]'s policies and/or applicable laws.

### **Standard**

#### **Definition**

- For the purpose of this policy, "social media" refers to online tools and applications used for social communication or networking. Examples include Facebook, Twitter, Instagram, YouTube, LinkedIn, personal websites, and blogs.

#### **Guidelines**

- Because personal and professional lives often overlap in social media settings, team members should always use discretion and consider the following before posting to a personal social media account:
  - A team member's personal activities may be construed by others as representing [Name] or taking place on company time, especially when posts include company-identifying information (e.g., the team member's account profile lists [Name] as the employer, followers include colleagues, or posts include photos of the team member wearing [Name]-branded attire).
  - Content posted to "private" groups may be reposted by others and therefore viewed by unintended recipients, including customers, colleagues, and supervisors.
- When making any reference, whether direct or implied, to [Name] or its team members, partners, or customers on a personal social media site, team members must adhere to the same standards of professional conduct that apply in any other public setting and using any other means of communication.
- Team members should limit their use of personal social media during working hours; with supervisor approval, limited use may be permitted provided it is reasonable and does not interfere with work performance.
- Nothing in this policy is intended to limit or violate team members' rights to engage in protected, concerted activity under the National Labor Relations Act.

#### **Prohibited Activities**

- Team members are prohibited from using personal social media in violation of company policies. Examples include, but are not limited to, the following:
  - Posting content or images that might constitute harassment or discrimination. See [Nondiscrimination and Anti-Harassment](#) and [Sexual Harassment Prevention](#).
  - Disclosing any type of confidential information about [Name] or its team members, partners, or customers. See [Confidentiality](#).
  - Posting content or images that could be viewed as disparaging or damaging to the reputation of [Name] or its affiliates
  - Presenting oneself as a spokesperson for [Name] or an affiliate, using its trademark, or posting copyrighted material without permission
- Any team member found to be in violation of this policy may be subject to disciplinary action up to and including termination.

#### **Acceptable Activities**

- Team members are allowed to use their personal social media accounts to promote [Name]. Activities may