

1 - Scope And Purpose

What platforms will the policy cover?
Who does the policy cover? Employees only? Third parties like contractors?
Brand Advocates?
What is the purpose of the policy?
What situations will the policy cover and not cover?
How do you handle account access?

2 - Identify Risks

Reputational damage?
Private/confidential information leaks?
Legal liabilities?
Compliance violations?
How should giveaways, prizes, or discounts be handled?

3 - Cover The Basics

What rules should personal social media accounts follow?
What kind of content can and cannot be shared?
What diversity and inclusion steps should be included?
What security steps should be taken, and who can access features such as 2FA?
Will you allow comments?
How do you handle negative comments?
How should employees handle negative comments on their profiles?
What is the process for removing updates and comments?
What will you and will you not allow in the comments?

4 - Define Who Is Responsible

Who is responsible for monitoring and listening on social media?
Who is responsible for responding on social media? Will you respond?
Will you implement an approval process?
Who should post on social media?

How are those posts limited?
Who handles paid promotion and advertising?
Who is in charge of strategy and planning?
How are logins handled?
What should the reporting processes look like?
Who does the social media training?
What is the process for covering time off, weekends, and holidays?

5 - Address Legal Considerations And Regulations

What compliance and data privacy laws apply?
How do you handle intellectual property rights?
What advertising regulations do you have to be mindful of?
Where can social media users find more comprehensive information in plain language?
How will privacy and security problems be addressed?

6 - Voice And Style

What style should official accounts have?
What limits do personal accounts have?
What types of updates and content should company accounts share?
What types should company accounts avoid?
What is the goal of the official accounts?
Will your brand respond to audience inquiries?
Offer customer service via social media?

7 - Crisis Response

What steps should you take in case of a security issue?
If industry-specific regulations are violated or you are out of compliance, what needs to happen?
What steps should you take in case of a PR disaster?
What steps should be taken in the case of a disaster outside of social media?

8 - Implementation Plans

How will you share news of the social media policy?

Where will you keep the policy?

Will you create an external version for your target audience, external contractors, and others?

9 - Resources And Assets

Will you make assets available to others? If so, where and under what circumstances can they be used?

How will you share news about updates and company news with employees and others associated with the brand?

10 - Social Media Policy Maintenance

When will you update your social media policy each year?

Have you included the social media policy in onboarding documents, employee handbooks, and other documentation?

11 - Utilizing Your Social Media Policy

Who and when will employees receive social media training?

Will they undergo the training each year?

Who and when will you perform social media audits?

What enforcement actions can everyone expect?