Insert name Here  
Social Media Policy

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[If you are a Your Company’s associate, please follow these **Additional guidelines**: 13](#_Toc376355237)

# Social media Purpose and Aim

State the Purpose and Aim of your Company’s social media Policy

# Your Company’s Twitter Engagement Guidelines

State here what you would expect your staff to use the company twitter account for.

Our following should be used for…

# Your Company’s LinkedIn Engagement Guidelines

State here what you would expect your staff to use the company LinkedIn account for.

Our LinkedIn page should be used for…

# Your Company’s Media Sharing Engagement Guidelines

State here what you would expect your staff to use the company YouTube and Image Sharing account for.

Our YouTube page should be used for…

Our Instagram and Image Sharing Sites page should be used for…

# Your Company’s Facebook Engagement Guidelines

Our Facebook Fan page should be used for…

# Your Company’s Blogs and VLogs Engagement Guidelines

State here what you would expect your staff to use the company Blogs account for.

Our Blogging page should be used for…

# Your Company’s Wiki Engagement Guidelines

State here what you would expect your staff to use the company Wiki account for.

Our Wiki pages should be used for…

# General Social Media Contract

* Don’t do anything that breaks the law because…
* Be polite and courteous, Because…
* Stay on topic. Because…
* Keep it real. Because…
* There is a place for customer service-related questions, complaints, concerns or ideas from customers Because…

We reserve the right to remove content posted to Facebook that violates these guidelines. 

# Guidelines for Business Functions:

Attracting the right staff:

Addressing Issues:

Motivation for staff and job engagement:

# Marketing Purposes

##### Ability to target customers:

##### Receive feedback to new concepts

##### Improve customer retention/loyalty

##### Improved Brand awareness/loyalty

# Sales issues

##### Better market/customer awareness

##### Customer engagement through social data

##### Customer communities and support

# Customer Service issues

##### Ease of access to customer data/history

##### Speed of response

##### Improved customer service

##### Customer care value

# Product innovation

##### Wider resources for development

##### Faster Time to market

##### Wider marketplace (global

##### Sharing wider data

# Timeline:

**Copy and Paste the Gantt chart created into here.**

# Success Criteria:

* Improved perception of product service
  + For my company this means
  + The Benefits of this will be
* Improved awareness of business
  + For my company this means
  + The Benefits of this will be

#### Increased sales

* + For my company this means
  + The Benefits of this will be

#### Broader customer base

* + For my company this means
  + The Benefits of this will be

#### Improved customer data/response

* + For my company this means
  + The Benefits of this will be

#### Improved communications

* + For my company this means
  + The Benefits of this will be

#### Increased trust

* + For my company this means
  + The Benefits of this will be

#### Improved targeting for marketing

* + For my company this means
  + The Benefits of this will be

#### Return on investment

* + For my company this means
  + The Benefits of this will be

If you are a Your Company’s associate, please follow these Additional guidelines:

1. **Know the rules.** Because…
2. **Remember that we have a dedicated FB team tasked with responding to customer inquiries or criticism.** Because….
3. **Consider using company established channels for job-specific issues.** Because…

**For My Company managers:** If you are a manager, please make sure you are familiar with our Social Media Management Guidelines Because….