# Policy: HR – Social Media Policy

Purpose: To identity employees’ proper use of online social media networks, as it relates to [Company Name].

## Policy:

[Company Name] recognizes the growing importance of online social media networks as a communication tool. This policy addresses employees’ use of such networks, including: personal websites, Web logs (blogs), wikis, social networks, online forums, virtual worlds, and any other kind of social media. We respect the rights of employees to use these media during their personal time and for those purposes protected by law under the National Labor Relations Act (NLRA). Use of these media during company time or on company equipment, however, is prohibited.

[Company Name] takes no position on employees’ decisions to participate in the use of social media networks. In general, employees who participate in social media are free to publish personal information without censorship by [Company Name]. Employees must avoid, however, posting information that could harm [Company Name], using the guidelines set forth below.

### Procedural Guidelines:

If an employee chooses to identify him/herself as a [Company Name] employee on any social media network, he/she must adhere to the following:

* Employees are required to state in clear terms that the views expressed on any social media network are the employee’s own and do not necessarily reflect the views of [Company Name].
* Employees are prohibited from disclosing information on any social media network that is confidential or proprietary to [Company Name] or to a third party that has disclosed information to the company. This includes any patient-Protected Health Information under the Health Insurance Portability and Accountability Act (HIPAA)
* Employees are prohibited from displaying the company logos on any social media network without permission from [Company Name]. Also, they should not post images of co-workers without the co-workers’ consent.
* Employees are prohibited from making statements about [Company Name], their co-workers, or company customers, competitors, agents or partners that could be considered as harassing, threatening, libelous or defamatory in any way.
* Employees are prohibited from sharing any communication that engages in personal or sexual harassment, unfounded accusations, or remarks that would contribute to a hostile work environment (racial, sexual, religious, etc.), as well as any behavior not in agreement with [Company Name]’s general corporate policies.

Employees who participate in social media may still decide to include information about their work at [Company Name] as part of their personal profile, as it would relate to a typical social conversation. This may include:

* Work information included in a personal profile, to include company name, job title, and job duties.
* Status updates regarding an employee’s own job promotions.
* Personal participation in [Company Name]-sponsored events, including volunteer activities.

An employee who is responsible for a social media posting that fails to comply with the guidelines set forth in this policy or that otherwise causes harm to [Company Name] may be subject to discipline, up to and including termination. Employees will be held responsible for the disclosure, whether purposeful or inadvertent, of confidential or proprietary company information, information that violates the privacy rights or other rights of a third party, or the content of anything posted on any social media. Further, employees may be liable for monetary damages for such disclosure.

Effective Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Approved: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Last Reviewed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_