

Social Media Usage Guidelines

Covering [Enter company names]

Preamble

These are the official guidelines for social media use on behalf of [company]. If you're a [company] employee, intern or contractor creating or contributing to any kind of social media both on and off our corporate websites, these guidelines are for you. We expect all who participate in social media on behalf of [company] to understand and follow these guidelines, and to be aware that they will continually evolve as social media evolves.

Our relationship with clients within common networks

In online social networks, the lines between public and private, personal and professional are blurred.

However we feel it is important to have boundaries. By having clear defined boundaries the blurring can become more defined. Social media by nature fosters and grows transparent relationships with many people however privacy is important to us all. With this in mind it is suggested that the following network specific guidelines are applied.

Twitter: The use of Twitter for building relationships is strongly encouraged. Use twitter openly and transparently. Engage with people openly whether they are past, current or potential future clients, colleagues, friends, family etc.

Facebook. Do not add clients to your personal Facebook account. We have dedicated fan pages where clients can join and leave comments and engage with us (and vice versa) if they so wish. It is important for you to enjoy your privacy, engage with your friends & family and have a work / private life balance. It is suggested that you review your privacy settings so that only your friends can see photos, wall etc.

Understand and use privacy settings on any kind of post. We don't expect all of your social media use to be work-related, but we do expect you to keep the items you share with your close personal friends separate from what you share with clients.

Should clients feel put out by this then remind them that whilst you very much value their relationship you, your family & friends are entitled to a private life and you very much look forward to sharing and engaging with them on the fan page or through on of the other networks.

LinkedIn: Use openly and transparently. Engage with people openly whether they are past, current or potential future clients, colleagues, friends, family etc. Take part in forum discussions.

YouTube: We do not have a Youtube channel and so any postings are made personally, below guidelines apply

General Guidelines

Just by identifying yourself as a representative of [company], you are creating perceptions about Creospace and your expertise. Be sure that all content associated with you is consistent with your abilities and [company's] philosophy (that social media is about building relationships—not a numbers game).

Be yourself. You are responsible for the content you post. Never impersonate someone else, or purposely obscure your identity as a Creospace employee. Build your own reputation. Care about what you are talking about.

State when it's your personal opinion versus the [company] opinion. For your personal blog, twitter account, or lifestream, we have a handy disclaimer that you can use. Always disclose if you've received something in exchange for a review of a product or service.

This is my personal blog.

You should know that I work for [company] however I have my own identity, personality, and opinion. So please take everything written here as my own, and not representative of Creospace. In other words: This is a personal blog. The opinions expressed here represent my own and not those of [company], my employer.

Write what you know. Stick to your area of expertise and provide unique, individual perspectives on what's going on at Creospace and in the world.

Don't tell secrets. Respect proprietary information and content, confidentiality, brand, trademark, copyright, and fair use. Know the laws and don't break them. Don't discuss client work without permission.

Don't spam. Ever. You can link to other Creospace blog posts or information about services but do it subtly and only in response to a specific query. We have other ways of sharing our awesomeness.

Give credit where credit is due. Always cite when quoting someone else. Make sure images are shareable through Creative Commons, and attribute them, too. Never use copyrighted material without permission.

Mistakes happen. If you make a mistake, admit it quickly. Most of the time, you can then move on. If not, let the team help you fix your mistakes; explain the situation and the team can come together to find a solution to any problem.

Share the love. We believe in sharing and linking to the best content from all over the web. A link is not an endorsement, so don't be shy about sharing something from a competitor if you feel it is worthwhile to our clients and friends.

Be a good conversationalist. Monitor and reply to comments in a timely manner, when a response is appropriate. Add value to the conversation.

Be clear, but not defensive. Be polite and professional, especially when you disagree with someone. Once the words are out there, you can't get them back. If you find yourself working too hard to defend your position, take a step back, let the community defend for you (because they will if you're justified).

Remember everything online is discoverable. If you can't show it to your mother or a judge, don't post it. If in doubt, ask.

Always be learning. This space is fast-moving and ever-evolving. Read more than you write. Ask questions. Link to others and always build relationships. That's what our work is all about.

Conclusion

We trust that you will live and breathe these policies. If, for any reason an incident occurs that violates the policy, we expect you to bring the issue to our attention immediately so that we can work together toward a resolution. We'll work through each issue on a case-by-case basis, and we'll listen to every side of the story. We promise that any consequences will be commensurate with the violation.