

The following is sample language only that a company might use to develop a control procedure to manage social networking activities. It is advised that any company deploying such a policy seek legal review prior to implementation.

Social Networking Policy

Objective

The Company recognizes that social networking is a valuable component of shared media and offers a platform for mass collaboration. However, social networking provides no inherent guarantee of privacy or limited distribution of original posted content. Once posted, inaccurate or inappropriate information may not be retractable or removable from the Internet sites to which the information is distributed.

More importantly, social networking does not define clear lines between that which is personal and that which is business. As a result, social networking sites have contributed to the collapse of boundaries between professional lives and personal lives. Employees must be cognizant of this when posting to social networking sites and careful not to post any information which might be business related.

Control

Only authorized employees may post to any electronic media regarding the business of the Company, and then only when such posts have been reviewed and approved by management. All such posts must be treated as potentially sensitive and confidential, and therefore, multiple levels of review and approval may be required.

The blogging and social networking guidelines below are meant to clarify and define employee responsibilities when using social networking and are intended to help preserve the reputation of the Company, its employees, and those persons the Company does business with.

Procedures

1. No employee is authorized to post any sensitive, confidential, proprietary, or financial information about the Company, its members or employees. Employees are prohibited from disclosing any confidential, proprietary, or otherwise sensitive business or personal information pertaining to the Company in any personal blog or on other social sites.
2. Unless specifically authorized, employees may not represent themselves in any way as representing the Company. If you identify yourself as an employee of the Company, you must make it clear within all postings that you are on your own behalf and not on the company's behalf.

3. The Company strongly suggests, due to the sensitive nature of our business, that you not declare your place of employment publically in any post. Such posts may become general knowledge and available to those who could potentially put an employee in danger.
4. If you do identify yourself as a Company employee, please insure that content within your profile and related information is consistent with how you and the Company wish you to represent yourself. This includes what you write about yourself and that the types of photos you publish are consistent with the image the Company should present to the community.
5. No employee may misrepresent themselves in social networking conversations and should not respond to any negative post on behalf of the Company, unless they are specifically authorized to do so.
6. Employees may not use any social Internet sites, to include personal websites, to harass, bully, or intimidate others. Behaviors that constitute harassment and bullying include, but are not limited to, comments that are derogatory with respect to race, religion, gender, sexual orientation, color, or disability; sexually suggestive, humiliating, or demeaning comments; and threats to stalk, haze, or physically injure another employee, members or vendors. Individuals may be held personally liable for defamatory, proprietary, discriminatory, harassing or libelous commentary.
7. Employees are strongly urged to report any violations or perceived violations to supervisors, managers or the HR department. Violations include discussions of Company and its employees and members, any discussion of proprietary information and any unlawful activity related to blogging or social networking. Should an employee discover negative comments or posts regarding the Company, its members or employees, these should be reported to HR for appropriate action by an authorized employee.

Monitoring

The Company investigates and responds to all reports of violations of the social networking policy and other related policies. Violation of the company's social networking policy will result in disciplinary action, up to and including immediate termination. Further, depending on the nature of the offense, the Company reserves the right to take legal action against employees who engage in prohibited or unlawful conduct.