

EMPLOYEE ADVOCACY 101

# Social Media Policy Template



## **Purpose of Policy**

Here at \_\_\_\_\_, we encourage employees to have an active voice and presence on social media. Whether you're establishing relationships with potential prospects or engaging current customers, we know that social communities are where people communicate.

There are a few areas of concern that new social media users might find confusing, but \_\_\_\_\_ has compiled the following guidelines for you to make the most of your social media network without getting bogged down or lost in it.

You will soon be able to harness a revolutionary form of customer service that can turn your one-time customers into loyal clientele and convince any naysayers to take another look!



## Who the Policy Applies To

\_\_\_\_\_’s social media policy applies to all team member’s, as well as freelancers and interns, who use social media during or after work to post company-related information.

What we mean by **Company-Related**:

- Photos taken at work or at company-sponsored events
- Photos taken of fellow team members
- Confidential or personal information pertaining to clients, prospects, or employees
- Company-owned content such as blogs, presentations, videos etc.
- \_\_\_\_\_
- \_\_\_\_\_

What we mean by **Social Media**:

- Any online platform where you may be interacting—personally or professionally—with others, such as Facebook, Twitter, LinkedIn
- Photo-sharing networks such as Instagram
- Video-sharing networks, such as YouTube or Periscope
- Discussion forums such as Reddit
- Q&A-based networks such as Quora
- Review platforms such as Yelp and Google Reviews
- \_\_\_\_\_
- \_\_\_\_\_

Always think before posting. Not only should you check grammar and spelling, but ensure that your status or image updates won’t have any negative effects.

## **Social Media & the Brand**

\_\_\_\_\_’s social media accounts must only be used and created by authorized individuals for the purpose of meeting defined company goals.

Goals and purposes of \_\_\_\_\_’s brand on social media:

- Build strong relationships with clients and prospects
- Drive traffic to the company website
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

There are 3 main categories that will drive of social engagement:

- **Post & Share**

Post relevant and interesting blog articles to your social media outlets and share photos and video online from events

- **Answer & Engage**

Answer questions (either product-specific or about the industry as a whole) and engage with potential prospects

- **Listen & Respond**

Monitor and reply when appropriate to mentions of your business on various social media networks (blogs, comments, forums, Twitter, Facebook, etc.)

When drafting comments, staff must maintain the highest levels of courtesy and professionalism, particularly when dealing with difficult or emotionally charged situation—including careful attention to detail, accuracy and grammar. All comments and posts should always clearly identify you as an employee representing \_\_\_\_\_. All posts should be consistent with our company’s overall mission, priorities and philosophy.

If you make a factual error in a post, update it with a correction. Deleting or editing the original post should come at your own discretion, depending on the situation. In case of a social media blunder, don't walk away—address the mistake and rectify the situation with an apology or private message.

## **Questions**

Any questions directed to your company should ideally be answered as quickly and completely as possible. If you are unsure of the answer, let the customer or prospect know that you're looking into their question and will respond as soon as you have what they're looking for. Most people simply want to know that they've been heard. Responding quickly is a great way to show them that you're taking a personal interest in their concerns.

If someone asks a question via social media, they will likely want to have their question answered there as well. However, if you would like to make the discussion private or prefer to answer over email, you can share an email address at which the customer can reach you and request that they contact you there to continue to the discussion.

When possible, refer to the person by his/her first name and @ mention their handle within posts and comments. This helps with cross-promotion & further reach of the message.

## **Negative Sentiment**

Content or posts expressing a negative view of your company are very important! Responses should be carefully thought out. Your initial response may be to delete or suppress the author's message. Wait! This may still be an opportunity to elicit good feedback from the author. Handling these interactions well will show good customer service and meaningful dialog, and reinforce transparency and trust with your customers. In some cases, you may even convert critics into devoted superfans.

Taking the above factors into consideration and all other things being equal, choose responses based on the probable return on time and energy you invest. Favor opportunities on sites with large audiences, influential users, high-profile celebrities or thought leaders, high-level supporters/corporate partners/superusers, journalists, etc.

If one particular user is giving you only negative and non-constructive feedback, check to see if they have a large following. It could be that they are just baiting you to get a larger audience—in which case, you should refrain from matching their negative tone and stop engaging.

**Remember:** You don't always know the background in a situation, so treat all interactions with courtesy and respect.

## **Social Media & Personal Networks**

### **Friend/Fan Requests**

Being a visible business owner online, you will inevitably receive “friend” requests through sites like Twitter, Facebook and LinkedIn. It is totally up to you whether you are comfortable accepting these requests.

### **Privacy Settings**

Be mindful of the information you’re sharing about yourself and your family. Each network has very specific privacy settings to help you control which information you share—choose only information you feel comfortable sharing.

### **Interacting on behalf of \_\_\_\_\_**

If your particular role in \_\_\_\_\_ has you interacting with folks, please be sure that you are properly identified with your title and a link to the company (@ \_\_\_\_\_ ).

### **Personal Information**

It’s never okay to share personal information about any other team members such as their name or personal information unless verified by the team member.

Be very careful about what you mention online from your personal account. If there is any doubt about what information your employees should share about your business via their personal accounts, just make sure to set clear expectations.

## Social Media & Employee Advocacy

As employee advocacy yields clear company benefits, such as amplifying content reach, boosting engagement, and driving lead generation, \_\_\_\_\_ understands that there's a thin line between what employees can and cannot post.

Employees are using social media not only to build their personal brands, but to promote their company at large. Therefore, it's important to develop a set of mutually agreed-upon guidelines. These guidelines are meant to support both parties involved: the company and its employees.

Employees can help amplify \_\_\_\_\_’s brand and cross-departmental initiatives by:

- Posting original content pieces such as blog posts, webinars, and infographics
- Sharing third-party (curated) content pieces relevant to target audiences
- Announcing special offers, events, and contests
- Promoting product demonstrations or how-to guides
- Engaging with audience, including providing timely responses
- Monitoring social channels for brand mentions, customer questions, and competitor activity

### What Employees Should Do:

- Post about topics \_\_\_\_\_ , \_\_\_\_\_ , \_\_\_\_\_ , \_\_\_\_\_ ,  
when engaging with audiences or connections
- Respond to audience questions and feedback
- Monitor competitor or company accounts
- Connect and interact with relevant prospects and/or customers



**What Employees Should Not Do:**

- Post inappropriate or offensive messages/images
- Post content published by competitors
- Answer audience questions that do not pertain to your field of expertise (instead, direct them to a relevant employee)
- Post material that could be interpreted as libelous or defamatory
- Share updates, images, and messages that may damage the company's public image
- Discuss employees, customers, partners and suppliers without their expressed consent
- Harass others by sending them offensive content or messages
- Communicate with company competitors in disrespectful fashions
- Distribute spam and chain messages

If you have any further questions regarding what is acceptable and unacceptable to post as an employee advocate, please speak to our designated social advocacy leader, \_\_\_\_\_.

## **Risk Management & Compliance**

Any content in blatant violation of a platform's terms and conditions should be deleted immediately. When a post is deemed to be well intended, but is in violation of the policies and consequently must be deleted, a private message should be sent to the author of the post with an explanation for the deletion.

### **Documentation**

Before deleting a post, a screenshot of the post should be recorded and retained for future reference. Screenshots are not required for posts auto-generated by widespread spam viruses. When in doubt, document.

### **Accessibility**

This includes management, interns, freelancers, and everyone in-between. If you're working with independent contractors or people who may act on behalf of the company, they should also receive a copy of this policy.

Anyone who has read the policy should acknowledge it in writing.

### **Policy Violation**

Employees who violate the social media policy should be informed in advance on the consequences facing their actions. Depending on the nature and severity of the violation, it's up to your company to decide how to handle the matter. Before taking any dramatic action such as termination of employment, your company might want to consider the employee's past social media activity to determine the motives behind his or her violation.



## Advocacy tools from a trusted social business platform.

Bambu is an employee advocacy platform created by Sprout Social. Sprout builds award-winning software to power social communication between people and businesses. Our flagship product helps more than 16,000 leading brands more effectively communicate on social channels, collaborate across teams and provide an exceptional customer experience. Sprout is a Twitter Certified Product, Facebook Preferred Marketing Developer and LinkedIn Company Page Partner.

**Request a demo at [getbambu.com](https://getbambu.com).**